COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

SECOND REPORT FOR JUNE 1978

	EVENING 7:00–11:00 PM												
											All 7:00–11:00 PM		
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	All 25–30 Min.	All 55–60 Min.	7:00–9:00 PM	9:00–11:00 PM(2)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	14.3	14.9	14.7	12.2	IFR	14.3	15.1	13.5	12.4	14.9	14.1	12.1	13.9
NO. OF PROGRAMS‡	5	10	25	4		9	22	32	30	35	65	8	73

	EVENING 6:00–7:00PM		MONDAY–FRIDAY 11:30–1:00AM	WEEKDAY DAYTIME 10:00AM–4:30PM						WEEKEND DAYTIME			
	Informational(1)										Sports		
	Once-a-Week	Multi-weekly	11:30PM–1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM–1:00PM	1:00–4:30PM	10:00AM–4:30PM	Chil-dren's(1)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	5.9	9.5	6.2	6.9	5.4	6.2	5.7	6.9	6.4	4.3	5.7	4.9	5.3
NO. OF PROGRAMS‡	5	3	12	14	11	3	16	12	28	36	6	7	13

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.
(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.
IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.
‡ PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JUNE 25, 1978

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	THREE'S COMPANY	21.2	15,450
2	ONE DAY AT A TIME	20.6	15,020
3	M*A*S*H	20.5	14,940
4	CHARLIE'S ANGELS	20.4	14,870
5	LAVERNE AND SHIRLEY	20.0	14,580
6	HAPPY DAYS	19.3	14,070
7	LOU GRANT	19.0	13,850
8	CARTER COUNTRY	18.5	13,490
9	STARSKY AND HUTCH	18.2	13,270
10	ABC SUMMER MOVIE	17.9	13,050
11	FANTASY ISLAND#	17.8	12,980
12	QUINCY, M.E.	17.6	12,830
13	ALICE	17.5	12,760
14	BARNEY MILLER	17.2	12,540
15	SWITCH#	17.1	12,470

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

OTHER FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

•EVENING

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
ABC FRIDAY NIGHT MOVIE	30	186	188	97	98	A	13.7	28	999
1 FRI. 9.00P 115 ABC FF						B	17.6	31	1283
2 FRI. 9.00P 120									
ABC MINUTE MAGAZINE	16	184	181	96	98	A	8.4	21	612
SUN. 7.58P 1 ABC N						B	13.5	23	984
ABC MONDAY NIGHT BASEBALL	3	191	191	99	99	A	12.4	24	904
1 MON. 8.00P 135 ABC SE						B	12.3	24	897
2 MON. 8.00P 204									
ABC NEWS-REASONER/WALTERS	179	196	197	99	99	A	7.5	19	547
M-F 6.30P 30 ABC N						B	9.5	19	693
ABC NEWSBRIEF-M-F	188	181	181	94	96	A	15.9	30	1159
1 MON. 10.22P 1 ABC N						B	18.0	29	1312
TU & W 9.58P 1									
THU. 9.28P 1									
FRI. 8.58P 1									
ABC NEWSBRIEF-SAT.	38	183	172	97	95	A	16.2	37	1181
1 SAT. 8.58P 1 ABC N						B	18.9	34	1378
2 SAT. 9.58P 1									
ABC NEWSBRIEF-SUN.	37	188	189	97	97	A	11.8	25	860
SUN. 8.58P 1 ABC N						B	17.8	28	1298
ABC SATURDAY COMEDY SPEC.	1		186		99	A	12.3	32	897

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
BARNABY JONES	29	195		99		A	15.4	28	1123
1 THU. 10.00P 60 CBS PD						B	20.3	36	1480
BARNEY MILLER	34	199	200	99	99	A	17.2	34	1254
THU. 9.00P 30 ABC CS						B	20.6	33	1502
BIG EVENT-TUE.	17	198	202	96	98	A	13.2	24	962
1 TUE. 8.00P 180 NBC FV						B	18.4	30	1341
2 TUE. 9.00P 120									
BIG EVENT	36	207	207	99	99	A	16.8	34	1225
1 SUN. 8.00P 180 NBC FV						B	19.4	31	1414
2 SUN. 9.00P 120									
BIONIC WOMAN	26	212	202	99	98	A	10.1	26	736
SAT. 8.00P 60 NBC A						B	15.9	30	1159
BOB NEWHART SHOW	26	182	174	96	95	A	8.6	23	627
SAT. 8.00P 30 CBS CS						B	15.4	29	1123
CAROL BURNETT SHOW	2	172	179	93	95	A	11.6	24	846
WED. 8.00P 60 CBS CV						B	11.6	24	846
CARTER COUNTRY	8	188	189	96	98	A	18.5	33	1349
TUE. 9.30P 30 ABC CS						B	20.3	34	1480
CBS EVENING NEWS-CRONKITE	180	201	201	99	99	A	11.1	28	809
M-F 6.30P 30 CBS N						B	14.4	29	1050

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
2 SAT. 8.30P 30 ABC CS						B	12.3	32	897
ABC SATURDAY EVENING NEWS	25		119		68	A	2.8	8	204
2 SAT. 6.30P 30 ABC N						B	5.3	12	386
ABC SUMMER MOVIE	2	178	182	96	96	A	17.9	33	1305
THU. 9.30P 90 ABC FF						B	17.9	33	1305
ABC SUNDAY NIGHT MOVIE	27	190		98		A	14.6	28	1064
1 SUN. 9.00P 105 ABC FF						B	20.8	34	1516
ABC THEATRE(S)			191		99	A	13.6	26	991
2 SUN. 9.00P 120 ABC FF									
ABC-TOMORROW'S STARS(S)		191		98		A	13.1	28	955
1 SAT. 9.00P 126 ABC GV									
ABC WEEKEND NEWS-SATURDAY	36	145	144	88	89	A	7.0	16	510
1 SAT. 11.06P 15 ABC N						B	7.8	17	569
2 SAT. 11.00P 15									
ABC WEEKEND NEWS-SUNDAY	34	149	154	93	94	A	5.4	13	394
SUN. 11.00P 15 ABC N						B	6.1	14	445
ALICE	30	196	198	99	99	A	17.5	33	1276
SUN. 9.30P 30 CBS CS						B	22.2	34	1618
ALL IN THE FAMILY	34	193	197	99	99	A	16.3	33	1188
SUN. 9.00P 30 CBS CS						B	22.8	35	1662
BABY, I'M BACK	4	186	174	96	92	A	7.7	19	561
SAT. 8.30P 30 CBS CS						B	9.2	22	671
BARETTA-11:30PM	34	161	143	94	88	A	4.7	17	343
1 FRI. 12.00M 65 ABC OP						B	6.9	23	503
2 FRI. 11.30P 65									

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
CBS EVENING NEWS	25	153	171	88	89	A	6.3	18	459
SUN. 6.30P 30 CBS N						B	9.3	19	678
CBS FAMILY FILM CLASSICS	4	173		94		A	11.4	23	831
1 TUE. 8.00P 60 CBS FF						B	10.9	21	795
CBS NEWS SPECIAL REPORT(S)		205		99		A	8.8	20	642
1 THU. 8.00P 60 CBS DN									
CBS REPORTS(S)			180		99	A	6.9	15	503
2 TUE. 8.00P 60 CBS DN									
CBS SAT. NEWS-SCHIEFFER	36	146	149	89	87	A	7.0	21	510
SAT. 6.30P 30 CBS N						B	10.5	23	765
CBS SATURDAY NIGHT MOVIE	4	181	173	97	96	A	11.4	25	831
1 SAT. 9.00P 120 CBS FF						B	12.3	27	897
2 SAT. 9.00P 135									
CBS SUNDAY NEWS-BRADLEY	36	134	135	78	78	A	7.2	16	525
SUN. 11.00P 15 CBS N						B	7.6	17	554
CBS TUESDAY NIGHT MOVIES	15	177	177	96	97	A	16.6	30	1210
1 TUE. 9.00P 106 CBS FF						B	16.5	28	1203
2 TUE. 9.00P 120									
CBS WEDNESDAY NIGHT MOVIE	28	184	185	94	96	A	14.0	27	1021
1 WED. 9.00P 104 CBS FF						B	17.5	29	1276
2 WED. 9.00P 120									
CHARLIE'S ANGELS	34	208	206	99	99	A	20.4	38	1487
WED. 9.00P 60 ABC PD						B	24.1	38	1757
CHIPS	6	203	201	97	97	A	12.6	29	919
THU. 8.00P 60 NBC OP						B	13.3	28	970

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D									
CLASS OF '65	16	177	183	91	94	A	12.4	23	904
THU. 10.00P 60 NBC GD						B	16.6	29	1210
C.P.O. SHARKEY	3		179		94	A	8.3	21	605
2 FRI. 8.00P 30 NBC CS						B	9.1	22	663
EIGHT IS ENOUGH	32	198	196	99	99	A	14.0	29	1021
WED. 8.00P 60 ABC CS						B	20.9	34	1524
FANTASY ISLAND	15		188		98	A	17.8	40	1298
2 SAT. 10.00P 60 ABC A						B	20.2	39	1473
FREE COUNTRY	1		182		98	A	11.2	32	816
2 SAT. 8.00P 30 ABC CS						B	11.2	32	816
GOOD TIMES	3	183	186	98	98	A	15.7	31	1145
MON. 8.30P 30 CBS CS						B	15.0	30	1094
GYPSY IN MY SOUL(S)		190		98		A	12.9	25	940
1 SUN. 10.00P 60 CBS GV									
HAPPY DAYS	36	211	210	99	99	A	19.3	41	1407
TUE. 8.00P 30 ABC CS						B	29.4	48	2143
HARDY BOYS/NANCY DREW	29	186	186	96	98	A	7.9	20	576
1 SUN. 7.04P 56 ABC SM						B	15.0	26	1094
2 SUN. 7.00P 60									

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
2 TUE. 1.16A 27									
2 WED. 12.40A 57									
2 THU. 12.07A 55									
LAVERNE AND SHIRLEY	33	209	212	99	99	A	20.0	40	1458
TUE. 8.30P 30 ABC CS						B	30.0	47	2187
LIFE-TIMES-GRIZZLY ADAMS	23	207	211	96	99	A	13.3	28	970
WED. 8.00P 60 NBC A						B	16.9	28	1232
LITTLE HOUSE-PRAIRIE	33	214	217	99	99	A	15.9	33	1159
MON. 8.00P 60 NBC GD						B	22.7	35	1655
LOU GRANT	14	199	199	99	99	A	19.0	34	1385
MON. 10.00P 60 CBS GD						B	19.0	32	1385
LOVE BOAT	19	188	183	98	97	A	16.1	39	1174
1 SAT. 8.00P 60 ABC CS						B	21.0	39	1531
2 SAT. 9.00P 60									
LUCAN	2	191	198	99	99	A	10.3	23	751
SUN. 8.00P 60 ABC A						B	10.3	23	751
MAN FROM ATLANTIS	12		189		95	A	8.5	18	620
2 TUE. 8.00P 60 NBC SF						B	12.7	20	926
M*A*S*H	19	203	202	99	99	A	20.5	38	1494
MON. 9.00P 30 CBS CS						B	24.1	37	1757

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
HAWAII FIVE-O	26	195		97		A	14.2	26	1035
1 THU. 9.00P 60 CBS OP						B	19.9	32	1451
HEADLINERS-DAVID FROST	4	197	195	95	97	A	10.2	19	744
WED. 9.00P 60 NBC GV						B	11.3	20	824
HUSBANDS, WIVES & LOVERS	7	182	189	95	98	A	9.8	20	714
FRI. 10.00P 60 CBS CS						B	12.6	24	919
INCREDIBLE HULK	13	191	193	99	99	A	14.6	31	1064
FRI. 9.00P 60 CBS SF						B	18.1	33	1319
JAMES AT 16	18	168	178	90	92	A	11.4	22	831
THU. 9.00P 60 NBC GD						B	13.3	22	970
JEFFERSONS	3	176	190	97	99	A	14.7	32	1072
MON. 8.00P 30 CBS CS						B	14.4	31	1050
LATE MOVIE I	170	163	163	90	90	A	6.5	26	474
1 MON. 11.30P 100 CBS FF						B	6.2	26	452
TUE. 11.30P 106									
1 WED. 11.30P 69									
THU. 11.30P 37									
1 FRI. 11.30P 102									
2 MON. 11.30P 99									
2 WED. 11.30P 70									
2 FRI. 11.30P 97									
LATE MOVIE II	96	166	165	91	91	A	4.6	28	335
1 TUE. 1.16A 24 CBS FF						B	4.5	28	328
1 WED. 12.39A 53									
1 THU. 12.07A 59									

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
MIDNIGHT SPECIAL	36	191	192	98	98	A	3.9	28	284
FRI. 1.00A 90 NBC PC						B	3.6	26	262
MOVIE OF THE WEEK(S)			198		99	A	12.2	26	889
2 FRI. 8.30P 90 NBC FF									
NBC LATE NIGHT MOVIE	36	110	114	64	64	A	4.5	22	328
1 SUN. 11.30P 122 NBC FF						B	3.9	17	284
2 SUN. 11.30P 123									
NBC MONDAY NIGHT MOVIES	34	204	202	99	98	A	17.0	31	1239
MON. 9.00P 120 NBC FF						B	21.6	34	1575
NBC NEWS SPECIAL(S)		193		97		A	8.2	20	598
1 FRI. 8.00P 60 NBC N									
NBC NEWS UPDATE-M-F	177	170	166	84	84	A	10.1	21	736
1 MWTHF 8.58P 1 NBC N						B	15.4	25	1123
1 TUE. 9.08P 1									
2 M-TH 8.58P 1									
2 FRI. 8.28P 1									
NBC NEWS UPDATE-SAT.	36	182	172	90	89	A	9.3	23	678
SAT. 8.58P 1 NBC N						B	15.5	28	1130
NBC NEWS UPDATE-SUN.	36	184	183	90	89	A	12.6	26	919
1 SUN. 9.13P 1 NBC N						B	17.8	28	1298
2 SUN. 8.58P 1									
NBC NIGHTLY NEWS-SAT.	34	153		85		A	5.8	18	423
1 SAT. 6.30P 30 NBC N						B	7.6	17	554
NBC NIGHTLY NEWS-SUN.	30	136	143	75	75	A	6.1	17	445
SUN. 6.30P 30 NBC N						B	7.1	15	518

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D									
NBC NIGHTLY NEWS	179	205	205	99	99	A	9.9	25	722
M-F 6.30P 30 NBC N						B	12.8	25	933
NBC SATURDAY NIGHT MOVIES	37	201	201	98	99	A	10.9	24	795
SAT. 9.00P 120 NBC FF						B	16.2	30	1181
NEWSBREAK-M-F	185	162	166	88	90	A	11.2	23	816
1 M-F 8.58P 1 CBS N						B	14.9	24	1086
2 MTUWF 8.58P 1									
2 THU. 8.57P 1									
NEWSBREAK-SAT.	37	168	156	91	87	A	8.5	21	620
SAT. 8.58P 1 CBS N						B	13.4	24	977
NEWSBREAK-SUN.	37	170	170	92	92	A	12.9	28	940
SUN. 8.58P 1 CBS N						B	18.9	30	1378
ON OUR OWN	25	181	189	97	99	A	13.3	29	970
SUN. 8.30P 30 CBS CS						B	18.7	29	1363
ONE DAY AT A TIME	15	200	198	99	99	A	20.6	36	1502
MON. 9.30P 30 CBS CS						B	23.5	36	1713
OPERATION PETTICOAT	2	193	191	99	98	A	11.9	28	868
FRI. 8.30P 30 ABC CS						B	11.9	28	868
PEOPLE'S COMMAND PERFORM.(S)			194		98	A	15.0	29	1094

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
STARSKY AND HUTCH	19	198	194	99	96	A	18.2	35	1327
WED. 10.00P 60 ABC OP						B	19.3	33	1407
STARSKY AND HUTCH-11:30	22	175	177	97	97	A	6.2	24	452
1 THU. 11.45P 65 ABC OP						B	6.8	27	496
2 THU. 11.30P 65									
SWITCH	1		181		98	A	17.1	33	1247
2 SUN. 10.00P 60 CBS PD						B	17.1	33	1247
TABITHA	2	189	191	99	98	A	11.5	29	838
FRI. 8.00P 30 ABC CS						B	11.5	29	838
THREE'S COMPANY	36	205	204	99	99	A	21.2	39	1545
TUE. 9.00P 30 ABC CS						B	27.5	42	2005
TOMA	20	170	162	97	95	A	3.5	22	255
1 THU. 12.50A 42 ABC OP						B	4.2	26	306
2 THU. 12.35A 46									
TOMORROW SHOW	144	173	173	97	97	A	2.9	23	211
M-TH 1.00A 45 NBC CC						B	2.6	21	190
TONIGHT SHOW	180	211	211	99	99	A	8.6	33	627
1 M-W 11.30P 77 NBC GV						B	8.2	31	598
1 TH & F 11.30P 75									
2 MON. 11.30P 78									

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
2 THU. 9.00P 120 CBS GV									
POLICE STORY-MON	2	169		96		A	4.2	21	306
1 MON. 12.02A 66 ABC OP						B	4.1	20	299
POLICE STORY-WED	23	174	175	97	97	A	6.0	23	437
WED. 11.30P 63 ABC OP						B	6.3	25	459
POLICE WOMAN	3	194	198	96	98	A	12.4	24	904
WED. 10.00P 60 NBC OP						B	13.2	25	962
PROJECT U.F.O.	10		207		99	A	13.9	31	1013
2 SUN. 8.00P 60 NBC SF						B	20.2	33	1473
QUINCY, M.E.	33	206	206	99	99	A	17.6	36	1283
FRI. 10.00P 60 NBC OP						B	18.6	33	1356
RHODA	26	182	190	97	99	A	13.2	32	962
SUN. 8.00P 30 CBS CS						B	19.1	31	1392
ROCKFORD FILES	31	207		98		A	13.6	29	991
1 FRI. 9.00P 60 NBC PD						B	17.6	30	1283
SATURDAY NIGHT	24	200	191	96	96	A	10.3	33	751
1 SAT. 11.30P 79 NBC GV						B	9.7	31	707
2 SAT. 11.30P 77									
60 MINUTES	39	205	206	99	99	A	16.0	41	1166
SUN. 7.00P 60 CBS DN						B	22.8	40	1662
SOAP-MON	3	169	168	96	95	A	6.1	23	445
1 MON. 11.30P 32 ABC CS						B	6.3	23	459
2 MON. 12.19A 31									
SOAP-TUE	3	168	170	95	96	A	7.1	24	518
TUE. 11.30P 32 ABC CS						B	7.2	24	525

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
2 TU & W 11.30P 77									
2 THU. 11.30P 81									
2 FRI. 11.30P 75									
TUESDAY MOVIE OF THE WEEK	3	171	173	96	97	A	3.6	21	262
1 TUE. 12.02A 112 ABC FF						B	3.6	20	262
2 TUE. 12.02A 106									
20/20	3	200	199	99	99	A	14.4	26	1050
TUE. 10.00P 60 ABC DN						B	13.7	25	999
U.S. OPEN GOLF-THU.(S)		186		97		A	6.5	19	474
1 THU. 11.30P 15 ABC SE									
U.S. OPEN GOLF-FRI.(S)		174		93		A	4.8	14	350
1 FRI. 11.30P 30 ABC SE									
WALTONS	32		202		98	A	11.8	28	860
2 THU. 8.00P 60 CBS GD						B	19.5	32	1422
WED. MYSTERY OF THE WEEK	34	155	157	92	93	A	2.7	19	197
1 WED. 12.33A 56 ABC SM						B	3.3	23	241
2 WED. 12.33A 63									
WELCOME BACK,KOTTER	36	199	197	99	99	A	12.5	30	911
THU. 8.00P 30 ABC CS						B	19.0	32	1385
WHAT'S HAPPENING	6	189	192	98	99	A	13.8	30	1006
THU. 8.30P 30 ABC CS						B	17.9	33	1305
WONDER WOMAN	33	180	190	97	96	A	11.7	28	853
FRI. 8.00P 60 CBS SF						B	14.9	27	1086
WONDERFUL WORLD OF DISNEY	34	212	211	99	99	A	9.7	25	707
SUN. 7.00P 60 NBC FV						B	16.0	28	1166

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY, START TIME, DUR, NET, PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
•WEEKDAY DAYTIME									
ALL IN THE FAMILY M-F	141	195	196	98	99	A	7.1	26	518
1 MTUTHF 3.30P 30 CBS CS						B	8.3	27	605
2 M-F 3.30P 30									
ALL MY CHILDREN	179	186	186	98	98	A	8.7	35	634
M-F 1.00P 60 ABC DD						B	8.3	31	605
ANOTHER WORLD	176	205	206	99	99	A	7.8	29	569
1 MTUTHF 3.00P 60 NBC DD						B	8.4	28	612
1 WED. 3.35P 25									
2 M-F 3.00P 60									
AS THE WORLD TURNS	176	202	202	99	99	A	7.3	28	532
M-F 1.30P 60 CBS DD						B	8.4	31	612
CAPTAIN KANGAROO	179	188	188	99	99	A	3.0	21	219
M-F 8.00A 60 CBS C						B	3.4	20	248
CARD SHARKS	40	163	163	90	90	A	4.4	25	321
M-F 10.00A 30 NBC QG						B	4.3	26	313
CBS MID-DAY NEWS-EDWARDS	178	172	173	90	90	A	5.2	23	379
M-F 11.55A 4 CBS N						B	5.6	25	408
CBS MORNING NEWS	180	177	177	96	96	A	1.5	15	109
M-F 7.15A 45 CBS N						B	2.1	16	153
HAPPY DAYS M-F	178	169	169	95	95	A	7.1	34	518
M-F 11.00A 30 ABC CS						B	6.2	30	452
HOLLYWOOD SQUARES	175	185	185	94	94	A	5.1	27	372
M-F 10.30A 30 NBC QP						B	5.3	28	386
LOVE OF LIFE	178	186	187	97	97	A	5.4	24	394
M-F 11.30A 30 CBS DD						B	5.8	26	423
MATCH GAME '78	115	151	153	82	83	A	5.4	20	394
M-F 4.00P 30 CBS QP						B	5.8	18	423
NEW HIGH ROLLERS	40	195	195	98	98	A	4.9	24	357
M-F 11.00A 30 NBC QG						B	5.0	26	365
ONE LIFE TO LIVE	105	187	187	99	99	A	7.4	29	539
M-F 2.00P 60 ABC DD						B	7.0	26	510
PASS THE BUCK	52	154	153	83	83	A	3.7	21	270
M-F 10.00A 30 CBS QG						B	3.2	19	233
PRESIDENT IN PANAMA(S)		159		93		A	3.5	13	255
1 FRI. 5.00P 39 ABC N									
PRICE IS RIGHT 1	118	181	181	92	92	A	5.9	31	430
M-F 10.30A 30 CBS AP						B	5.7	29	416
PRICE IS RIGHT 2	123	181	181	92	92	A	6.0	29	437
M-F 11.00A 30 CBS AP						B	6.1	29	445
DAYS OF OUR LIVES	179	206	206	99	99	A	7.1	27	518
M-F 1.30P 60 NBC DD						B	6.9	25	503
DOCTORS	176	200	200	98	98	A	6.2	24	452
M-F 2.30P 30 NBC DD						B	6.5	24	474
EDGE OF NIGHT	171	163	165	89	89	A	5.2	19	379
1 MTUTHF 4.00P 30 ABC DD						B	5.2	17	379
2 M-F 4.00P 30									
FAMILY FEUD	178	183	183	98	98	A	8.7	39	634
M-F 11.30A 30 ABC QP						B	8.4	37	612
FOR RICHER, FOR POORER	123	154	155	79	80	A	3.4	14	248
M-F 1.00P 30 NBC DD						B	3.7	14	270
GENERAL HOSPITAL	103	186	187	98	98	A	7.0	26	510
1 MTUTHF 3.00P 60 ABC DD						B	7.1	24	518
1 WED. 3.36P 54									
2 M-F 3.00P 60									
GONG SHOW	129	169	169	85	85	A	4.7	20	343
M-F 12.30P 30 NBC QG						B	4.7	19	343
GOOD MORNING, AMERICA-730	180	183	183	97	97	A	2.3	21	168
M-F 7.30A 30 ABC N						B	3.0	21	219
GOOD MORNING, AMERICA-830	180	185	185	94	94	A	2.9	19	211
M-F 8.30A 30 ABC N						B	3.5	21	255
GUIDING LIGHT	146	193	193	99	99	A	6.7	26	488
1 MTUTHF 2.30P 60 CBS DD						B	7.8	28	569
1 WED. 2.30P 30 & 3.36P 24									
2 M-F 2.30P 60									
RYAN'S HOPE	179	179	179	95	95	A	6.7	29	488
M-F 12.30P 30 ABC DD						B	6.9	28	503
SANFORD AND SON M-F	40	168	168	83	83	A	4.5	19	328
M-F 12.00N 30 NBC CS						B	3.7	17	270
SEARCH FOR TOMORROW	177	191	191	97	97	A	6.1	26	445
M-F 12.30P 30 CBS DD						B	7.2	30	525
TODAY SHOW-7.30AM	179	215	215	99	99	A	3.8	30	277
M-F 7.30A 30 NBC N						B	4.3	28	313
TODAY SHOW-8.30AM	180	211	211	99	99	A	4.0	30	292
M-F 8.30A 30 NBC N						B	4.7	30	343
$20,000 PYRAMID	105	159	161	87	88	A	4.7	20	343
M-F 12.00N 30 ABC QG						B	5.3	22	386
WHEEL OF FORTUNE	40	198	198	98	98	A	6.0	27	437
M-F 11.30A 30 NBC QG						B	5.8	28	423
YOUNG AND THE RESTLESS	177	194	194	97	97	A	7.4	32	539
M-F 12.00N 30 CBS DD						B	7.6	32	554
•WEEKEND DAYTIME									
ABC WIDE WORLD-SPORTS SAT	30		200		99	A	6.1	21	445
2 SAT. 5.00P 90 ABC SA						B	9.9	26	722
ALL NEW SUPERFRIENDS I	38	188	190	98	98	A	2.9	35	211
SAT. 8.00A 30 ABC CA						B	3.9	33	284
ALL NEW SUPERFRIENDS II	38	190	190	98	98	A	3.8	33	277
SAT. 8.30A 30 ABC CA						B	5.9	36	430

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

WEEKEND DAYTIME CONT'D

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
AMERICAN BANDSTAND '78	34	156	165	83	84	A	4.4	21	321
SAT. 12.30P 60 ABC PC						B	5.1	21	372
AMERICAN SPORTSMAN	7		186		97	A	6.2	21	452
2 SUN. 5.00P 60 ABC SA						B	5.6	19	408
ANIMALS, ANIMALS, ANIMALS	36	136	143	82	85	A	2.4	15	175
SUN. 11.30A 30 ABC CL						B	3.0	14	219
BAGGY PANTS & THE NITWITS	19	197	197	96	96	A	3.7	19	270
SAT. 11.00A 30 NBC CA						B	4.5	19	328
BATMAN/TARZAN ADV I	29	197	196	99	99	A	6.9	33	503
SAT. 10.30A 30 CBS CA						B	7.9	32	576
BATMAN/TARZAN ADV II	29	198	197	99	99	A	7.4	37	539
SAT. 11.00A 30 CBS CA						B	8.8	36	642
BUGS BUNNY/ROAD RUNNER 1	29	200	200	99	99	A	5.2	33	379
SAT. 9.00A 30 CBS CA						B	6.9	32	503
BUGS BUNNY/ROAD RUNNER 2	29	200	201	99	99	A	7.0	37	510
SAT. 9.30A 30 CBS CA						B	8.6	36	627
BUGS BUNNY/ROAD RUNNER 3	29	200	201	99	99	A	7.8	39	569
SAT. 10.00A 30 CBS CA						B	9.3	38	678
CANADIAN OPEN-SAT.(S)			169		94	A	3.6	14	262
2 SAT. 4.00P 60 CBS SE									
CANADIAN OPEN-SUN.(S)			192		99	A	5.9	21	430
2 SUN. 4.00P 129 CBS SE									
CBS SAT. FILM FESTIVAL	31	155	159	87	87	A	2.8	13	204
SAT. 1.30P 30 CBS CL						B	4.2	17	306
CBS SPORTS SPECTACULAR	34	162	164	92	91	A	5.4	19	394
1 SAT. 4.30P 90 CBS SA						B	6.8	19	496
2 SAT. 5.00P 60									
DYNOMUTT	4	176	176	90	90	A	3.7	19	270
SAT. 12.00N 30 ABC CA						B	4.0	20	292
FACE THE NATION	36	182	188	98	99	A	2.2	13	160
SUN. 11.30A 30 CBS CC						B	2.9	14	211
FAT ALBERT AND COSBY KIDS	20	195	191	99	97	A	5.4	27	394
SAT. 12.00N 30 CBS CA						B	6.5	29	474
GHOST BUSTERS	37	63	65	51	52	A	.8	7	58
SUN. 9.00A 30 CBS CL						B	1.2	9	87
GO GO GLOBETROTTERS I	19	200	199	99	98	A	2.9	25	211
SAT. 8.30A 30 NBC CA						B	4.4	27	321
GO GO GLOBETROTTERS II	19	200	199	99	98	A	3.8	25	277
SAT. 9.00A 30 NBC CA						B	5.6	28	408
GO GO GLOBETROTTERS III	19	201	200	99	99	A	4.7	26	343
SAT. 9.30A 30 NBC CA						B	5.9	26	430
GO GO GLOBETROTTERS IV	19	201	200	99	99	A	4.8	25	350
SAT. 10.00A 30 NBC CA						B	5.5	24	401
GREAT GRAPE APE	36	93	96	65	66	A	3.0	19	219
SUN. 11.00A 30 ABC CA						B	3.3	16	241
HONG KONG PHOOEY	19	191	192	97	98	A	1.9	23	139
SAT. 8.00A 30 NBC CA						B	3.0	25	219
IN THE NEWS- 8.26AM	35	192	192	98	98	A	2.4	24	175
SAT. 8.26A 3 CBS N						B	3.3	23	241
IN THE NEWS- 8.56AM	29	192	190	95	95	A	3.4	26	248
SAT. 8.56A 3 CBS N						B	4.9	26	357
IN THE NEWS- 9.56AM	29	199	200	99	99	A	7.8	40	569
SAT. 9.56A 3 CBS N						B	9.1	38	663
IN THE NEWS-10.26AM	38	200	201	99	99	A	7.5	37	547
SAT. 10.26A 3 CBS N						B	8.5	34	620
IN THE NEWS-10.56AM	38	196	195	99	99	A	6.8	32	496
SAT. 10.56A 3 CBS N						B	7.7	31	561
IN THE NEWS-11.26AM	38	198	197	99	99	A	6.7	34	488
SAT. 11.26A 3 CBS N						B	8.3	33	605
IN THE NEWS-11.56AM	38	193	194	97	97	A	5.7	29	416
SAT. 11.56A 3 CBS N						B	7.3	30	532
IN THE NEWS-12.26PM	38	195	191	99	97	A	5.4	27	394
SAT. 12.26P 3 CBS N						B	6.4	26	467
IN THE NEWS-12.56PM	36	189	190	96	96	A	5.3	25	386
SAT. 12.56P 3 CBS N						B	6.5	26	474
IN THE NEWS- 1.26PM	33	156	162	85	84	A	4.0	19	292
SAT. 1.26P 3 CBS N						B	5.1	20	372
IN THE NEWS- 1.56PM	34	155	159	87	87	A	3.0	14	219
SAT. 1.56P 3 CBS N						B	4.1	16	299
IN THE NEWS- 9.26AM	37	63	65	51	52	A	.9	8	66
SUN. 9.26A 3 CBS N						B	1.6	12	117
IN THE NEWS- 9.56AM	37	63	65	51	52	A	1.1	8	80
SUN. 9.56A 3 CBS N						B	1.8	11	131
ISSUES AND ANSWERS	38	151	174	93	98	A	2.6	15	190
SUN. 12.00N 30 ABC CC						B	2.8	13	204
JABBERJAW	36	94	95	62	62	A	2.0	13	146
SUN. 10.30A 30 ABC CA						B	2.7	14	197
KROFFT SUPERSHOW '78 I	37	190	189	97	97	A	5.3	27	386
SAT. 11.00A 30 ABC CL						B	7.2	29	525
KROFFT SUPERSHOW '78 II	38	190	189	97	97	A	5.2	27	379
SAT. 11.30A 30 ABC CL						B	7.2	29	525
LAND OF THE LOST	19	167	177	85	91	A	4.7	24	343
SAT. 12.00N 30 NBC CL						B	4.6	21	335
MEET THE PRESS	36	194	193	98	98	A	2.8	17	204
1 SUN. 12.30P 30 NBC CC						B	3.2	15	233
2 SUN. 12.30P 60									

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	WK 2	PROGRAM COVERAGE WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D									
MILWAUKEE 150 USAC RACE(S)		170		93		A	4.2	16	306
1 SUN. 4.00P 120 CBS SE									
NBC MAJOR LEAGUE PRE GAME	11	204	199	96	97	A	4.9	22	357
1 SAT. 2.00P 15 NBC SC						B	4.9	23	357
2 SAT. 4.00P 9									
NBC MAJOR LEAGUE BASEBALL	11	203	199	96	97	A	7.2	27	525
1 SAT. 2.15P 165 NBC SE						B	6.8	27	496
2 SAT. 4.09P 173									
NCAA CHAMPIONSHIPS(S)			193		98	A	3.5	14	255
2 SAT. 3.00P 120 ABC SE									
PBA NATL CHAMPIONSHIP(S)		150		85		A	2.7	12	197
1 SUN. 2.00P 120 CBS SE									
SCHOOLHOUSE ROCK- 8.55AM	38	190	190	98	98	A	3.8	31	277
SAT. 8.55A 4 ABC CA						B	5.7	32	416
SCHOOLHOUSE ROCK- 9.55AM	18	189	191	99	99	A	4.6	25	335
SAT. 9.55A 4 ABC CA						B	6.2	28	452
SCHOOLHOUSE ROCK-10.55AM	37	189	191	99	99	A	6.0	29	437
SAT. 10.55A 4 ABC CA						B	7.7	31	561
SCHOOLHOUSE ROCK-11.55AM	38	190	189	97	97	A	4.6	23	335
THINK PINK PANTHER	19	207	206	99	99	A	4.5	22	328
SAT. 10.30A 30 NBC CA						B	5.2	22	379
THREE ROBONIC STOOGES	20	192	192	98	98	A	2.1	23	153
SAT. 8.00A 30 CBS CA						B	3.1	24	226
THUNDER	19	149	158	79	85	A	3.8	19	277
SAT. 12.30P 30 NBC CL						B	3.7	16	270
U.S. OPEN GOLF-SAT.(S)		200		99		A	4.8	18	350
1 SAT. 3.00P 240 ABC SE									
U.S. OPEN GOLF-SUN.(S)		208		99		A	6.7	25	488
1 SUN. 3.00P 244 ABC SE									
WACKO	28	63	65	51	52	A	1.0	8	73
SUN. 9.30A 30 CBS CL						B	1.6	11	117
WHAT'S NEW, MISTER MAGOO	25	156	162	85	84	A	4.1	19	299
SAT. 1.00P 30 CBS CA						B	5.6	23	408
WORLD INVITATIONAL TENNIS	7	160	169	88	90	A	3.4	14	248
1 SUN. 1.30P 90 ABC SE						B	2.7	11	197
2 SUN. 3.30P 90									

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	WK 2	PROGRAM COVERAGE WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
SAT. 11.55A 4 ABC CA						B	6.5	26	474
SCHOOLHOUSE ROCK-12.25PM	4	176	176	90	90	A	3.6	18	262
SAT. 12.25P 4 ABC CA						B	3.7	18	270
SCHOOLHOUSE ROCK-10.55AM	36	94	95	61	61	A	2.4	16	175
SUN. 10.55A 4 ABC CA						B	2.9	15	211
SCHOOLHOUSE ROCK-11.55AM	36	136	143	82	85	A	2.2	13	160
SUN. 11.55A 4 ABC CA						B	3.0	14	219
SCOOBY'S-LAFF-LYMPICS I	38	191	191	99	99	A	4.6	30	335
SAT. 9.00A 30 ABC CA						B	6.6	33	481
SCOOBY'S-LAFF-LYMPICS II	38	189	191	99	99	A	4.9	27	357
SAT. 9.30A 30 ABC CA						B	8.1	35	590
SCOOBY'S-LAFF-LYMPICS III	38	189	191	99	99	A	5.1	26	372
SAT. 10.00A 30 ABC CA						B	8.2	34	598
SCOOBY'S-LAFF-LYMPICS IV	38	189	191	99	99	A	6.7	32	488
SAT. 10.30A 30 ABC CA						B	8.7	36	634
SECRETS OF ISIS	20	193	194	97	97	A	5.6	29	408
SAT. 11.30A 30 CBS CL						B	6.5	29	474
SPACE ACADEMY	20	189	190	96	96	A	5.5	27	401
SAT. 12.30P 30 CBS CL						B	6.4	28	467
SPACE SENTINELS	19	186	189	92	92	A	4.2	22	306
SAT. 11.30A 30 NBC CA						B	4.7	21	343
SPEED BUGGY	20	193	191	95	95	A	2.9	24	211
SAT. 8.30A 30 CBS CA						B	4.1	23	299
SPORTSWORLD	20	168	168	91	90	A	4.9	19	357
SUN. 4.00P 90 NBC SE						B	5.3	17	386

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. JUN. 12, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45 11:00
WEEK 1																
ABC TV TOTAL AUDIENCE (Households (000) & %)					17,060 23.4											
ABC TV program					← ABC Monday Night Baseball "VARIOUS TEAMS & TIMES" (8:00-10:44PM)¤ →									(OP)	(1)	
AVERAGE AUDIENCE (Households (000) & %)					8,890 12.2	8.4*		10.5*		12.4*		15.5*				
SHARE OF AUDIENCE %					23	19 *		21 *		23 *		27 *				
AVG. AUD. BY ¼ HR. %					8.4	8.4	10.0	11.0	11.8	12.9	15.0	16.0	16.6			
CBS TV TOTAL AUDIENCE (Households (000) & %)					12,760 17.5		13,340 18.3		18,810 25.8		18,660 25.6		19,390 26.6			
CBS TV program					The Jeffersons (R)		Good Times (R) (OP)		M*A*S*H (R)		One Day at a Time (R)		← Lou Grant (R) →			
AVERAGE AUDIENCE (Households (000) & %)					11,150 15.3		11,880 16.3		16,620 22.8		16,690 22.9		15,820 21.7	21.4*		22.1*
SHARE OF AUDIENCE %					33		32		40		39		38	37 *		40 *
AVG. AUD. BY ¼ HR. %					14.5	16.1	15.9	16.6	21.9	23.7	22.7	23.1	21.0	21.8	22.1	22.1
NBC TV TOTAL AUDIENCE (Households (000) & %)					16,550 22.7				19,390 26.6							
NBC TV program					← Little House On The Prairie (R) →			(OP)	← NBC Monday Night Movies "LOVE IS NOT ENOUGH" (9:00-11:00PM) →							
AVERAGE AUDIENCE (Households (000) & %)					11,660 16.0	14.3*		17.6*	12,980 17.8	16.2*		16.8*		18.8*		19.2*
SHARE OF AUDIENCE %					32	30 *		34 *	31	29 *		29 *		32 *		35 *
AVG. AUD. BY ¼ HR. %					13.4	15.1	17.1	18.1	16.1	16.4	16.6	17.0	18.4	19.2	19.4	18.9

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45 11:00
WEEK 2																
ABC TV TOTAL AUDIENCE (Households (000) & %)					19,250 26.4											
ABC TV program					← ABC Monday Night Baseball "NEW YORK YANKEES VS. BOSTON" & "CHICAGO CUBS VS. PITTSBURGH" (8:00-11:24PM)(2) →											
AVERAGE AUDIENCE (Households (000) & %)					9,190 12.6	9.0*		10.2*		11.8*		13.8*		15.6*		15.0*
SHARE OF AUDIENCE %					25	21 *		22 *		23 *		26 *		28 *		27 *
AVG. AUD. BY ¼ HR. %					8.9	9.1	10.0	10.5	11.5	12.2	13.5	14.2	15.3	15.8	16.0	14.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					12,030 16.5		12,250 16.8		15,240 20.9		15,020 20.6		15,310 21.0			
CBS TV program					The Jeffersons (R)		Good Times (R) (OP)		M*A*S*H (R)		One Day at a Time (R)		← Lou Grant (R) →			
AVERAGE AUDIENCE (Households (000) & %)					10,280 14.1		10,940 15.0		13,270 18.2		13,340 18.3		11,810 16.2	16.3*		16.1*
SHARE OF AUDIENCE %					31		31		35		34		30	29 *		30 *
AVG. AUD. BY ¼ HR. %					13.5	14.7	14.5	15.4	17.4	18.9	17.7	18.9	16.3	16.2	16.3	15.9
NBC TV TOTAL AUDIENCE (Households (000) & %)					15,240 20.9				19,320 26.5							
NBC TV program					← Little House On The Prairie (R) →			(OP)	← NBC Monday Night Movies "JUST A LITTLE INCONVENIENCE" (9:00-11:00PM)(R) →							
AVERAGE AUDIENCE (Households (000) & %)					11,450 15.7	14.2*		17.3*	11,740 16.1	14.8*		15.0*		17.3*		17.3*
SHARE OF AUDIENCE %					33	31 *		35 *	30	29 *		28 *		31 *		33 *
AVG. AUD. BY ¼ HR. %					13.4	15.1	16.9	17.6	15.0	14.6	14.8	15.2	16.8	17.7	17.6	17.1
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	43.0	42.7	42.8	45.1	45.9	48.0	50.4	53.0	55.5	57.5	58.1	59.3	59.1	58.0	56.4	54.4
WK 2	41.3	41.8	42.3	43.3	44.4	46.5	48.0	49.9	50.7	52.9	53.3	55.0	55.2	55.7	54.0	52.3

U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

¤ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(1) SPORTS FILL, ABC, (10:15-11:00PM)(SUS.).

EVE. MON. JUN. 19, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. JUN. 13, 1978

WEEK 1

ABC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	15,450		16,260		18,300		16,110		16,040			
TOTAL AUDIENCE (%)	21.2		22.3		25.1		22.1		22.0			
Program	Happy Days (R)		Laverne and Shirley (R)		Three's Company (R)		Carter Country (OP) (R)		20/20 →			
AVERAGE AUDIENCE (Households (000))	13,490		14,360		16,040		14,360		11,740			
AVERAGE AUDIENCE (%)	18.5		19.7		22.0		19.7		16.1	16.7*		15.6*
SHARE OF AUDIENCE %	38		38		40		35		29	29 *		28 *
AVG. AUD. BY ¼ HR. %	17.5	19.5	19.3	20.1	21.3	22.7	19.2	20.2	17.1	16.3	15.6	15.5

CBS TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	11,740				18,950							
TOTAL AUDIENCE (%)	16.1				26.0							
Program	← CBS Family Film Classics (OP) "NATIONAL VELVET" Pt. II (8:00-9:00PM)				CBS Tuesday Night Movies "PLAY IT AGAIN, SAM" (9:00-10:46PM)(R) →							(1)
AVERAGE AUDIENCE (Households (000))	8,310				12,030							
AVERAGE AUDIENCE (%)	11.4	10.7*		12.1*	16.5	14.3*		16.1*		18.2*		
SHARE OF AUDIENCE %	23	22 *		24 *	29	26 *		28 *		32 *		
AVG. AUD. BY ¼ HR. %	10.7	10.8	11.7	12.5	14.1	14.5	15.7	16.5	18.2	18.2	18.5	16.1

NBC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	20,410											
TOTAL AUDIENCE (%)	28.0											
Program	← (OP) Big Event "RAID ON ENTEBBE" (8:00-11:00PM)(R) →											
AVERAGE AUDIENCE (Households (000))	9,990											
AVERAGE AUDIENCE (%)	13.7	11.4*		12.3*		12.8*		13.9*		15.2*		16.2*
SHARE OF AUDIENCE %	25	23 *		24 *		23 *		24 *		26 *		29 *
AVG. AUD. BY ¼ HR. %	11.1	11.8	12.1	12.4	12.8	12.8	13.9	14.0	15.0	15.5	16.3	16.1

WEEK 2

ABC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	16,620		17,200		16,620		14,510		13,050			
TOTAL AUDIENCE (%)	22.8		23.6		22.8		19.9		17.9			
Program	Happy Days (R)		Laverne and Shirley (R)		Three's Company (R)		Carter Country (OP) (R)		20/20 →			
AVERAGE AUDIENCE (Households (000))	14,650		14,800		14,870		12,540		9,190			
AVERAGE AUDIENCE (%)	20.1		20.3		20.4		17.2		12.6	13.3*		11.8*
SHARE OF AUDIENCE %	45		42		39		32		23	24 *		22 *
AVG. AUD. BY ¼ HR. %	19.1	21.1	19.6	21.0	19.8	21.0	17.3	17.1	13.5	13.1	12.3	11.4

CBS TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	7,360				19,390							
TOTAL AUDIENCE (%)	10.1				26.6							
Program	← CBS Reports (8:00-9:00PM) (OP)				CBS Tuesday Night Movies "ESCAPE FROM BOGEN COUNTY" (9:00-11:00PM)(R) →							
AVERAGE AUDIENCE (Households (000))	5,030				12,170							
AVERAGE AUDIENCE (%)	6.9	6.6*		7.2*	16.7	12.2*		15.1*		19.0*		20.2*
SHARE OF AUDIENCE %	15	15 *		15 *	31	24 *		28 *		35 *		38 *
AVG. AUD. BY ¼ HR. %	6.5	6.6	7.3	7.2	11.8	12.6	14.5	15.7	18.6	19.4	20.4	20.1

NBC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	9,480				14,730							
TOTAL AUDIENCE (%)	13.0				20.2							
Program	← Man From Atlantis (R) (OP)				Big Event "SCOTT JOPLIN: KING OF RAGTIME" (9:00-11:00PM) →							
AVERAGE AUDIENCE (Households (000))	6,200				9,040							
AVERAGE AUDIENCE (%)	8.5	8.0*		9.0*	12.4	10.0*		12.4*		13.5*		13.5*
SHARE OF AUDIENCE %	18	18 *		19 *	23	19 *		23 *		25 *		25 *
AVG. AUD. BY ¼ HR. %	7.7	8.2	8.9	9.1	9.7	10.4	12.3	12.5	13.3	13.7	13.7	13.3

TV HOUSEHOLDS USING TV (See Def. 1)

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	42.5	44.3	44.2	45.8	47.8	49.9	50.2	52.4	54.4	56.4	56.0	57.5	57.4	57.4	57.4	53.1
WK 2	41.0	41.5	41.3	42.1	42.9	46.2	47.5	48.8	50.7	53.2	54.1	54.4	54.6	54.8	54.2	51.7

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) PROMO FILL, CBS, (10:46-11:00PM)(SUS.).

EVE. TUE. JUN. 20, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. JUN. 14, 1978

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					14,650 20.1				20,050 27.5				17,500 24.0			
	Program					Eight Is Enough (R)				Charlie's Angels (R)			(OP)	Starsky & Hutch (R)			
	AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					11,080 15.2 32 14.0	14.2* 31 * 14.5	15.5	16.1* 33 * 16.8	15,310 21.0 39 19.4	19.9* 38 * 20.4	21.7	22.0* 40 * 22.3	14,360 19.7 37 19.7	19.7* 36 * 19.7	19.7	19.7* 38 * 19.7
CBS TV	TOTAL AUDIENCE (Households (000) & %)					11,520 15.8				17,860 24.5							
	Program					Carol Burnett Show (R)			(OP)	CBS Wednesday Night Movie "UP THE SANDBOX" (9:00-10:44PM)							(1)
	AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					8,530 11.7 25 10.6	11.0* 24 * 11.4	12.1	12.3* 25 * 12.5	10,940 15.0 28 14.5	14.8* 28 * 15.1	15.5	15.2* 28 * 15.0	15.1	15.0* 28 * 14.9	14.6	
NBC TV	TOTAL AUDIENCE (Households (000) & %)					11,880 16.3				10,210 14.0				12,390 17.0			
	Program					Life and Times of Grizzly Adams (R)			(OP)	Headliners with David Frost				Police Woman (R)			
	AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					9,040 12.4 26 11.0	11.7* 26 * 12.4	13.2	13.1* 26 * 13.0	7,290 10.0 19 9.8	9.8* 19 * 9.8	9.9	10.2* 18 * 10.6	9,260 12.7 24 11.0	11.8* 22 * 12.5	13.1	13.5* 26 * 14.0

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					13,120 18.0				18,230 25.0				15,090 20.7			
	Program					Eight Is Enough (R)				Charlie's Angels (R)			(OP)	Starsky & Hutch (R)			
	AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					9,330 12.8 26 11.3	11.6* 25 * 11.9	13.7	14.0* 28 * 14.4	14,360 19.7 38 17.5	18.4* 36 * 19.3	21.0	21.0* 39 * 21.0	12,100 16.6 33 16.1	16.7* 32 * 17.2	17.0	16.6* 34 * 16.3
CBS TV	TOTAL AUDIENCE (Households (000) & %)					11,660 16.0				15,970 21.9							
	Program					Carol Burnett Show (R)			(OP)	CBS Wednesday Night Movie "BRINK'S: THE GREAT ROBBERY" (9:00-11:00PM)(R)							
	AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					8,380 11.5 24 10.8	10.9* 24 * 11.1	11.8	12.1* 24 * 12.4	9,550 13.1 25 12.3	12.3* 24 * 12.3	12.7	13.1* 24 * 13.4	14.3	14.1* 27 * 13.9	13.7	12.9* 26 * 12.1
NBC TV	TOTAL AUDIENCE (Households (000) & %)					13,340 18.3				11,230 15.4				11,880 16.3			
	Program					Life and Times of Grizzly Adams (R)			(OP)	Headliners with David Frost				Police Woman (R)			
	AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					10,350 14.2 29 13.2	13.5* 29 * 13.9	14.6	14.8* 29 * 15.0	7,580 10.4 20 10.9	10.5* 21 * 10.0	10.5	10.3* 19 * 10.1	8,820 12.1 24 11.2	11.6* 22 * 12.0	12.7	12.6* 25 * 12.4

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK 1	43.0	43.1	42.9	44.0	43.8	46.4	48.7	50.3	51.9	53.2	54.9	55.5	54.2	54.4	54.5	50.3
	WK 2	42.1	43.1	43.8	44.8	45.6	47.0	49.8	51.3	50.3	51.6	53.5	54.2	52.1	52.4	51.1	47.9

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) PROMO FILL, CBS, (10:44-11:00PM)(SUS.).

EVE. WED. JUN. 21, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. THU. JUN. 15, 1978

WEEK 1

Network / Measure	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV Total Audience (Households (000))	10,860		13,190		15,310		21,070					
Total Audience (%)	14.9		18.1		21.0		28.9					
Program	Welcome Back, Kotter (R)		What's Happening (R)		Barney Miller (R) (OP)		ABC Summer Movie "THE LORDS OF FLATBUSH" (9:30-11:00PM)(R)					
Average Audience (Households (000))	9,550		11,230		13,190		14,510					
Average Audience (%)	13.1		15.4		18.1		19.9	18.8*		21.1*		20.0*
Share of Audience %	31		33		34		36	34 *		38 *		36 *
Avg. Aud. by ¼ Hr. %	12.2	13.9	14.5	16.2	17.3	18.9	18.9	18.7	21.0	21.1	21.0	18.9
CBS TV Total Audience (Households (000))	9,550				14,290				14,510			
Total Audience (%)	13.1				19.6				19.9			
Program	CBS News Special Report "THE ANGRY TAXPAYER" (8:00-9:00PM) (OP)				Hawaii Five-0 (R)				Barnaby Jones (R)			
Average Audience (Households (000))	6,420				10,350				11,230			
Average Audience (%)	8.8	8.9*		8.6*	14.2	13.3*		15.0*	15.4	15.4*		15.5*
Share of Audience %	20	21 *		18 *	26	25 *		27 *	28	28 *		28 *
Avg. Aud. by ¼ Hr. %	9.6	8.3	8.3	9.0	12.8	13.8	14.3	15.6	15.3	15.4	15.7	15.3
NBC TV Total Audience (Households (000))	14,140				12,320				11,080			
Total Audience (%)	19.4				16.9				15.2			
Program	Chips (R) (OP)				James at 16				What Really Happened to the Class of '65 (R)			
Average Audience (Households (000))	9,770				8,530				8,600			
Average Audience (%)	13.4	12.2*		14.7*	11.7	11.0*		12.5*	11.8	11.4*		12.3*
Share of Audience %	30	29 *		31 *	22	21 *		22 *	21	20 *		22 *
Avg. Aud. by ¼ Hr. %	11.7	12.7	14.6	14.8	10.9	11.0	12.0	13.0	11.1	11.7	12.1	12.4

WEEK 2

Network / Measure	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV Total Audience (Households (000))	9,990		10,210		13,850		17,570					
Total Audience (%)	13.7		14.0		19.0		24.1					
Program	Welcome Back, Kotter (R)		What's Happening (R)		Barney Miller (R) (OP)		ABC Summer Movie "PHASE IV" (9:30-11:00PM)					
Average Audience (Households (000))	8,600		8,820		11,880		11,520					
Average Audience (%)	11.8		12.1		16.3		15.8	15.1*		16.1*		16.4*
Share of Audience %	29		27		33		31	29 *		31 *		33 *
Avg. Aud. by ¼ Hr. %	11.2	12.4	11.9	12.3	15.1	17.5	14.7	15.4	15.9	16.3	16.5	16.2
CBS TV Total Audience (Households (000))	11,810				19,100							
Total Audience (%)	16.2				26.2							
Program	The Waltons (R) (OP)				People's Command Performance (9:00-11:00PM)(R)							
Average Audience (Households (000))	8,600				10,940							
Average Audience (%)	11.8	10.8*		12.8*	15.0	14.9*		16.4*		15.4*		13.3*
Share of Audience %	28	26 *		29 *	29	30 *		31 *		29 *		26 *
Avg. Aud. by ¼ Hr. %	10.2	11.3	12.2	13.3	13.9	16.0	16.1	16.7	16.0	14.8	13.9	12.6
NBC TV Total Audience (Households (000))	11,960				11,740				12,470			
Total Audience (%)	16.4				16.1				17.1			
Program	Chips (R) (OP)				James at 16				What Really Happened to the Class of '65 (R)			
Average Audience (Households (000))	8,600				8,020				9,480			
Average Audience (%)	11.8	10.9*		12.8*	11.0	10.5*		11.6*	13.0	12.1*		13.8*
Share of Audience %	28	27 *		29 *	22	21 *		22 *	25	23 *		27 *
Avg. Aud. by ¼ Hr. %	10.8	11.0	12.6	12.9	10.6	10.3	11.3	11.9	11.8	12.5	13.5	14.0

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	38.3	39.4	39.5	40.9	41.4	43.4	45.8	48.5	51.3	53.7	55.3	56.1	55.4	56.1	55.7	53.8
WK 2	38.8	39.0	37.5	38.9	39.6	42.1	43.4	45.5	47.6	51.0	51.5	52.8	52.7	52.8	51.5	49.1

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. JUN. 16, 1978

WEEK 1

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					10,420 14.3		10,350 14.2		15,240 20.9							
	Program					Tabitha (R)		Operation Petticoat (R)	(OP)	ABC Friday Night Movie "TERROR IN THE WAX MUSEUM" (9:00-10:55PM)							(1)
	AVERAGE AUDIENCE (Households (000) & %)					8,600 11.8		8,970 12.3		9,840 13.5	11.4*		12.9*		15.1*		15.1*
	SHARE OF AUDIENCE %					30		29		28	25 *		27 *		31 *		31 *
	AVG. AUD. BY ¼ HR. %					11.2	12.5	11.4	13.1	11.6	11.2	12.2	13.4	14.9	15.4	15.5	14.5
CBS TV	TOTAL AUDIENCE (Households (000) & %)					11,740 16.1				12,470 17.1				10,350 14.2			
	Program					← Wonder Woman (R)			(OP)	Incredible Hulk (R)				Husbands, Wives & Lovers →			
	AVERAGE AUDIENCE (Households (000) & %)					8,090 11.1	10.3*		11.9*	9,400 12.9	12.9*		12.9*	7,510 10.3	10.2*		10.4*
	SHARE OF AUDIENCE %					27	26 *		28 *	28	29 *		27 *	21	21 *		21 *
	AVG. AUD. BY ¼ HR. %					10.0	10.6	11.7	12.2	12.4	13.4	13.0	12.9	10.5	10.0	10.3	10.5
NBC TV	TOTAL AUDIENCE (Households (000) & %)					8,890 12.2				13,710 18.8				16,040 22.0			
	Program					← NBC News Special "MAD AS HELL— THE TAXPAYERS' REVOLT" (8:00-9:00PM)			(OP)	Rockford Files (R)				Quincy, M.E. (R) →			
	AVERAGE AUDIENCE (Households (000) & %)					5,980 8.2	8.6*		7.8*	9,910 13.6	12.6*		14.5*	12,250 16.8	16.1*		17.5*
	SHARE OF AUDIENCE %					20	22 *		19 *	29	28 *		30 *	34	33 *		36 *
	AVG. AUD. BY ¼ HR. %					8.7	8.4	8.2	7.3	12.1	13.1	14.2	14.8	15.6	16.6	17.4	17.7

WEEK 2

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					9,480 13.0		9,910 13.6		15,820 21.7							
	Program					Tabitha (R)		Operation Petticoat (R)	(OP)	ABC Friday Night Movie "FORTY CARATS" (9:00-11:00PM) →							
	AVERAGE AUDIENCE (Households (000) & %)					8,090 11.1		8,380 11.5		10,130 13.9	13.0*		13.5*		14.2*		14.8*
	SHARE OF AUDIENCE %					28		26		28	28 *		26 *		28 *		30 *
	AVG. AUD. BY ¼ HR. %					10.7	11.5	10.8	12.3	12.8	13.2	13.4	13.6	14.1	14.4	15.1	14.6
CBS TV	TOTAL AUDIENCE (Households (000) & %)					12,320 16.9				14,510 19.9				9,620 13.2			
	Program					← Wonder Woman (R)			(OP)	Incredible Hulk (R)				Husbands, Wives & Lovers →			
	AVERAGE AUDIENCE (Households (000) & %)					8,890 12.2	10.7*		13.7*	11,880 16.3	15.3*		17.2*	6,780 9.3	9.8*		8.8*
	SHARE OF AUDIENCE %					29	27 *		31 *	33	33 *		34 *	19	20 *		18 *
	AVG. AUD. BY ¼ HR. %					10.1	11.4	13.4	14.0	14.8	15.8	17.2	17.2	10.3	9.3	9.0	8.5
NBC TV	TOTAL AUDIENCE (Households (000) & %)					7,580 10.4		13,050 17.9						17,060 23.4			
	Program					C.P.O. Sharkey (R)	(OP)	Movie of the Week "COLUMBO—TRY AND CATCH ME" (8:30-10:00PM)(R)						Quincy, M.E. (R) →			
	AVERAGE AUDIENCE (Households (000) & %)					6,050 8.3		8,890 12.2	10.3*		12.4*		13.9*	13,340 18.3	17.0*		19.5*
	SHARE OF AUDIENCE %					21		26	24 *		26 *		27 *	37	34 *		39 *
	AVG. AUD. BY ¼ HR. %					8.0	8.7	10.1	10.4	12.0	12.7	13.5	14.2	16.2	17.9	19.2	19.8

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK 1	37.4	38.5	38.2	39.0	38.5	40.6	40.9	42.7	44.2	45.6	47.1	48.3	48.5	49.0	49.0	48.3
	WK 2	35.9	36.3	36.2	38.0	39.1	40.5	42.2	44.9	46.1	47.7	50.4	51.7	49.7	50.1	50.6	49.3

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section, Page A-36

(1) PROMO FILL, ABC, (10:55-11:00PM)(SUS.).

EVE. FRI. JUN. 23, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. JUN. 17, 1978

WEEK 1	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					12,830 17.6				16,770 23.0							
Program					← Love Boat (R) → (OP)				ABC Presents Tomorrow's Stars (9:00-11:06PM)(1)							
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					9,550 13.1 33 11.6	12.1* 31 * 12.7	13.8	14.0* 33 * 14.2	9,550 13.1 28 12.9	12.7* 29 * 12.6	12.2	12.4* 27 * 12.6	12.7	13.2* 28 * 13.7	13.3	13.6* 28 * 13.9
CBS TV TOTAL AUDIENCE (Households (000) & %)					8,380 11.5		7,140 9.8		16,770 23.0							
Program					Bob Newhart Show (R)		Baby, I'm Back (R) (OP)		CBS Saturday Night Movie "FOR BETTER, FOR WORSE" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					7,000 9.6 25 9.6	9.6	6,270 8.6 21 8.2	8.9	10,790 14.8 32 12.2	13.0* 30 * 13.9	14.7	14.9* 32 * 15.1	15.6	15.5* 33 * 15.5	15.6	15.8* 33 * 15.9
NBC TV TOTAL AUDIENCE (Households (000) & %)					10,280 14.1				14,800 20.3							
Program					← Bionic Woman (R) → (OP)				NBC Saturday Night at the Movies "SEX AND THE MARRIED WOMAN" (9:00-11:00PM)(R)							
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					7,440 10.2 25 8.7	9.0* 23 * 9.4	10.7	11.3* 27 * 11.8	8,890 12.2 26 11.2	11.1* 25 * 10.9	11.2	11.7* 25 * 12.2	12.4	12.5* 26 * 12.5	13.3	13.4* 28 * 13.5

WEEK 2	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					9,480 13.0		10,210 14.0		17,930 24.6				16,330 22.4			
Program					Free Country		ABC Saturday Comedy Special		Love Boat (R) (OP)				Fantasy Island (R)			
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					8,160 11.2 32 10.9	11.5	8,970 12.3 32 12.1	12.6	13,920 19.1 44 16.3	17.7* 43 * 19.0	20.3	20.5* 46 * 20.7	12,980 17.8 40 18.3	18.0* 40 * 17.7	17.7	17.6* 40 * 17.5
CBS TV TOTAL AUDIENCE (Households (000) & %)					6,780 9.3		5,900 8.1		11,960 16.4							
Program					Bob Newhart Show (R)		Baby, I'm Back (R) (OP)		CBS Saturday Night Movie "THE SECRET OF SANTA VITTORIA" (9:00-11:15PM)(1)(R)							
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					5,540 7.6 22 7.8	7.5	4,960 6.8 18 6.5	7.1	6,120 8.4 19 8.1	7.7* 19 * 7.3	7.4	7.5* 17 * 7.7	8.4	8.7* 20 * 9.0	9.1	9.3* 21 * 9.5
NBC TV TOTAL AUDIENCE (Households (000) & %)					9,620 13.2				12,680 17.4							
Program	(2)				← Bionic Woman (R) → (OP)				NBC Saturday Night at the Movies "A SENSITIVE, PASSIONATE MAN" (9:00-11:00PM)(R)							
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %	8.6				7,220 9.9 27 8.4	9.0* 26 * 9.5	10.5	10.8* 28 * 11.1	7,000 9.6 22 9.1	8.8* 21 * 8.6	8.6	8.8* 20 * 8.9	9.9	10.0* 22 * 10.2	10.5	10.9* 25 * 11.3
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	33.9	35.5	35.9	37.9	37.7	39.2	40.7	43.1	43.3	44.1	45.8	46.8	46.8	48.0	48.0	48.9
WK 2	34.8	35.0	33.8	33.6	34.2	35.7	37.2	38.8	40.4	42.7	44.6	45.3	44.7	44.4	43.4	44.1

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.
(2) "NBC MAJOR LEAGUE BASEBALL", (4:09-7:02PM).

EVE. SAT. JUN. 24, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. SUN. JUN. 18, 1978 — WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45–11:00
ABC TV TOTAL AUDIENCE (Households (000) & %)	7,440 10.2				10,130 13.9				17,280 23.7							
Program	(1) Hardy Boys/Nancy Drew Mysteries "NANCY DREW" (7:04-8:00PM)(R) → (OP)				Lucan (R) → (OP)				ABC Sunday Night Movie "WHITE LINE FEVER" (9:00-10:45PM)(R)							(2)
AVERAGE AUDIENCE (Households (000) & %)	4,740 6.5	5.9*		7.0*	7,070 9.7	8.4*		10.9*	10,640 14.6	12.9*		14.2*		16.2*		
SHARE OF AUDIENCE %	17	16 *		18 *	23	21 *		24 *	28	26 *		27 *		31 *		
AVG. AUD. BY ¼ HR. %	5.3	6.4	6.8	7.3	7.8	9.1	10.4	11.4	12.4	13.5	14.2	14.2	16.0	16.4	15.6	
CBS TV TOTAL AUDIENCE (Households (000) & %)	14,360 19.7				11,230 15.4		10,570 14.5		12,610 17.3		12,830 17.6		14,360 19.7			
Program	60 Minutes				Rhoda (R)		On Our Own (OP)		All In The Family (R)		Alice (R)		Gypsy in My Soul (10:00-11:00PM)(R)			
AVERAGE AUDIENCE (Households (000) & %)	10,570 14.5	13.8*		15.1*	9,260 12.7		9,110 12.5		11,080 15.2		11,590 15.9		9,400 12.9	13.0*		12.8*
SHARE OF AUDIENCE %	39	38 *		40 *	31		28		31		30		25	25 *		25 *
AVG. AUD. BY ¼ HR. %	13.1	14.6	14.9	15.3	12.8	12.5	12.5	12.5	14.7	15.8	15.3	16.5	13.4	12.6	12.3	13.3
NBC TV TOTAL AUDIENCE (Households (000) & %)	11,080 15.2				25,590 35.1											
Program	Wonderful World of Disney "THE SCARECROW OF ROMNEY MARSH" Pt. I (R)				Big Event "EARTHQUAKE" (8:00-11:00PM)(R) (OP)											
AVERAGE AUDIENCE (Households (000) & %)	7,360 10.1	10.0*		10.3*	12,540 17.2	13.2*		16.1*		16.7*		18.3*		18.9*		19.8*
SHARE OF AUDIENCE %	27	27 *		27 *	36	33 *		36 *		34 *		35 *		36 *		39 *
AVG. AUD. BY ¼ HR. %	9.9	10.1	10.1	10.5	12.2	14.2	15.7	16.5	16.9	16.5	18.2	18.3	18.4	19.4	19.6	20.0

EVE. SUN. JUN. 25, 1978 — WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45–11:00
ABC TV TOTAL AUDIENCE (Households (000) & %)	9,400 12.9				10,420 14.3				15,450 21.2							
Program	Hardy Boys / Nancy Drew Mysteries (R) → (OP)				Lucan (R) → (OP)				ABC Theatre "THE LAST TENANT" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)	6,780 9.3	8.8*		9.7*	7,950 10.9	10.3*		11.6*	9,910 13.6	13.4*		13.2*		14.1*		13.8*
SHARE OF AUDIENCE %	23	22 *		23 *	24	24 *		25 *	26	27 *		25 *		27 *		27 *
AVG. AUD. BY ¼ HR. %	8.5	9.1	9.4	10.0	9.9	10.6	11.2	12.1	13.3	13.4	13.3	13.1	13.9	14.3	14.3	13.4
CBS TV TOTAL AUDIENCE (Households (000) & %)	15,530 21.3				10,940 15.0		11,370 15.6		14,430 19.8		15,670 21.5		15,600 21.4			
Program	60 Minutes				Rhoda (R)		On Our Own (OP)		All In The Family (R)		Alice (R)		Switch			
AVERAGE AUDIENCE (Households (000) & %)	12,760 17.5	16.9*		18.1*	9,910 13.6		10,210 14.0		12,610 17.3		13,850 19.0		12,470 17.1	17.2*		17.0*
SHARE OF AUDIENCE %	43	42 *		43 *	32		30		35		36		33	32 *		33 *
AVG. AUD. BY ¼ HR. %	15.9	17.9	18.3	18.0	13.4	13.7	13.7	14.3	17.0	17.7	18.1	19.9	17.0	17.3	17.4	16.6
NBC TV TOTAL AUDIENCE (Households (000) & %)	9,480 13.0				12,900 17.7				19,170 26.3							
Program	Wonderful World of Disney "THE SCARECROW OF ROMNEY MARSH" Pt. II (R)				Project U.F.O. (R) → (OP)				Big Event "POLICE STORY: PRESSURE POINT" (9:00-11:00PM)(R)							
AVERAGE AUDIENCE (Households (000) & %)	6,710 9.2	8.8*		9.5*	10,130 13.9	13.3*		14.4*	11,880 16.3	14.3*		15.8*		17.7*		17.5*
SHARE OF AUDIENCE %	22	22 *		23 *	31	31 *		31 *	31	29 *		30 *		33 *		34 *
AVG. AUD. BY ¼ HR. %	9.1	8.5	9.4	9.7	13.3	13.4	14.0	14.8	14.2	14.3	15.3	16.2	17.6	17.8	17.7	17.2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	36.2	37.4	37.5	38.8	39.3	41.8	44.4	45.8	47.9	49.5	51.8	53.0	52.0	52.5	52.1	49.4
WK 2	39.4	40.7	41.8	42.6	42.3	43.9	45.7	47.7	49.4	50.8	51.8	53.6	53.3	53.2	52.5	50.8

U.S. TV Households: 72,900,000 · Half-hour ratings (for immediately preceding and subject quarter hours). (R) Repeat, see page B. (OP) See Other Programs Section Page A-36

(1) "U.S. OPEN GOLF", ABC, (3:00-7:04PM), FOR REMAINING RATINGS, SEE OP PAGES(S).
(2) PROMO FILL, ABC, (10:45-11:00PM)(SUS.).

SUN. 11:00 P.M.—12:45 A.M. / MON.-FRI. 11:30 P.M.—1:45 A.M.

WEEK 1

TIME	Sun 11:00	11:15	11:30	11:45	12:00	12:15	12:30	Mon.-Fri. 11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
ABC TV TOTAL AUDIENCE (Households (000))	4,670															
TOTAL AUDIENCE (%)	6.4															
Program	ABC Weekend News–Sunday															
AVERAGE AUDIENCE (Households (000))	4,300															
AVERAGE AUDIENCE (%)	5.9															
SHARE OF AUDIENCE %	14															
AVG. AUD. BY ¼ HR. %	5.9															
CBS TV TOTAL AUDIENCE (Households (000))	5,900							8,090								
TOTAL AUDIENCE (%)	8.1							11.1								
Program	CBS Sunday News-Bradley							← Late Movie (1)						→ (OP)		
AVERAGE AUDIENCE (Households (000))	5,540							4,810								
AVERAGE AUDIENCE (%)	7.6							6.6	7.9*		6.3*		5.4*			
SHARE OF AUDIENCE %	17							27	25 *		26 *		27 *			
AVG. AUD. BY ¼ HR. %	7.6							8.3	7.4	6.8	6.1	5.5	5.2	5.2		
NBC TV TOTAL AUDIENCE (Households (000))			5,470					11,080						2,620		
TOTAL AUDIENCE (%)			7.5					15.2						3.6		
Program			← NBC Late Night Movie				→	← Tonight Show (1)				→		← Tomorrow Show (1)(OP)		→
AVERAGE AUDIENCE (Households (000))			3,860					6,420						1,970		
AVERAGE AUDIENCE (%)			5.3	5.5*		5.6*		8.8	10.3*		8.6*			2.7	3.0*	
SHARE OF AUDIENCE %			25	19 *		23 *		34	33 *		35 *			23	23 *	
AVG. AUD. BY ¼ HR. %			5.5	5.5	5.7	5.5	5.3	10.8	9.7	9.2	8.0	6.6	5.4	3.2	2.7	2.3

WEEK 2

TIME	Sun 11:00	11:15	11:30	11:45	12:00	12:15	12:30	Mon.-Fri. 11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
ABC TV TOTAL AUDIENCE (Households (000))	3,860															
TOTAL AUDIENCE (%)	5.3															
Program	ABC Weekend News–Sunday															
AVERAGE AUDIENCE (Households (000))	3,570															
AVERAGE AUDIENCE (%)	4.9															
SHARE OF AUDIENCE %	12															
AVG. AUD. BY ¼ HR. %	4.9															
CBS TV TOTAL AUDIENCE (Households (000))	5,100							6,930								
TOTAL AUDIENCE (%)	7.0							9.5								
Program	CBS Sunday News-Bradley							← Late Movie (1)						→ (OP)		
AVERAGE AUDIENCE (Households (000))	4,960							4,670								
AVERAGE AUDIENCE (%)	6.8							6.4	6.9*		6.4*		5.8*			
SHARE OF AUDIENCE %	16							25	22 *		25 *		28 *			
AVG. AUD. BY ¼ HR. %	6.8							6.8	6.9	6.8	6.3	5.8	5.9	5.4		
NBC TV TOTAL AUDIENCE (Households (000))			4,390					10,570						2,920		
TOTAL AUDIENCE (%)			6.3					14.5						4.0		
Program			← NBC Late Night Movie				→	← Tonight Show (1)				→		← Tomorrow Show (1)(OP)		→
AVERAGE AUDIENCE (Households (000))			2,700					6,200						2,190		
AVERAGE AUDIENCE (%)			3.7	4.6*		4.0*		8.5	9.9*		8.1*		5.7*	3.0	3.3*	
SHARE OF AUDIENCE %			18	16 *		18 *		33	32 *		33 *		30 *	23	24 *	
AVG. AUD. BY ¼ HR. %			4.8	4.4	4.1	3.8	3.7	10.5	9.4	8.7	7.6	6.7	5.7	3.6	2.9	2.5

TV HOUSEHOLDS USING TV (See Def. 1)	Sun 11:00	11:15	11:30	11:45	12:00	12:15	12:30	Mon.-Fri. 11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
WK 1	44.9	39.2	30.5	26.7	25.1	23.1	20.1	32.5	29.4	26.0	23.4	20.3	18.1	15.0	12.7	11.1
WK 2	44.3	38.5	30.3	27.2	23.6	21.6	18.4	32.2	29.3	26.2	23.7	20.6	18.5	15.3	13.5	11.8

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAE (ALPHA).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUN. 12-16, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			2,260 3.1				2,480 3.4									
ABC TV program	(Co-op) Good Morning, America (Participating)				(Co-op) (Participating)											
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %			1,750 2.4 21 2.3	2.5			1,970 2.7 18 2.6	2.8								
CBS TV TOTAL AUDIENCE (Households (000) & %)		1,750 2.4			3,570 4.9								3,280 4.5		5,030 6.9	
CBS TV program	(Co-op) CBS Morning News (Participating)				Captain Kangaroo								Pass the Buck		Price is Right 1	
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %		1,090 1.5 14 1.3	1.5	1.5* 13 * 1.6	2,110 2.9 20 2.2	2.5* 18 * 2.8	3.3	3.3* 22 * 3.4					2,620 3.6 21 3.3	3.8	4,160 5.7 31 5.5	6.0
NBC TV TOTAL AUDIENCE (Households (000) & %)			3,570 4.9				3,720 5.1						3,860 5.3		4,450 6.1	
NBC TV program	(Co-op) Today Show (Participating)				(Co-op) (Participating)								Card Sharks		Hollywood Squares (1)	
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %			2,770 3.8 29 3.8	3.9			2,990 4.1 31 4.0	4.2					3,350 4.6 27 4.4	4.7	3,720 5.1 28 5.0	5.1

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			2,190 3.0				2,770 3.8									
ABC TV program	(Co-op) Good Morning, America (Participating)				(Co-op) (Participating)											
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %			1,600 2.2 22 2.1	2.3			2,190 3.0 20 2.9	3.1								
CBS TV TOTAL AUDIENCE (Households (000) & %)		1,750 2.4			3,650 5.0								3,500 4.8		5,180 7.1	
CBS TV program	(Co-op) CBS Morning News (Participating)				Captain Kangaroo								Pass the Buck		Price is Right 1	
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %		1,090 1.5 16 1.4	1.4	1.6* 16 * 1.8	2,190 3.0 22 2.4	2.5* 20 * 2.8	3.3	3.5* 24 * 3.7					2,770 3.8 22 3.5	4.1	4,370 6.0 31 5.8	6.1
NBC TV TOTAL AUDIENCE (Households (000) & %)			3,430 4.7				3,650 5.0						3,570 4.9		4,300 5.9	
NBC TV program	(Co-op) Today Show (Participating)				(Co-op) (Participating)								Card Sharks		Hollywood Squares (1)	
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %			2,770 3.8 32 3.8	3.7			2,840 3.9 30 3.8	3.8					3,060 4.2 24 3.9	4.5	3,720 5.1 26 4.9	5.2
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	5.0	7.0	8.7	10.0	11.3	12.3	12.9	14.0	15.3	16.3	16.5	16.7	16.9	17.7	18.0	18.6
WK 2	4.4	6.2	8.1	9.2	10.0	11.4	12.5	13.6	15.2	16.3	16.8	17.3	17.5	18.4	18.9	19.8

U. S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section, Page A-36

DAY MON.-FRI. JUN. 19-23, 1978

(1) "NBC NEWS UPDATE", (SUS.).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUN. 12-16, 1978

WEEK 1

Network	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	5,690 7.8		7,360 10.1		4,080 5.6		5,540 7.6		8,380 11.5				7,360 10.1			
ABC TV	Program	Happy Days		Family Feud		$20,000 Pyramid		Ryan's Hope		← All My Children (1)			→	← One Life to Live			→
ABC TV	AVERAGE AUDIENCE (Households (000) & %)	4,810 6.6		6,120 8.4		3,430 4.7		4,880 6.7		6,200 8.5	8.7*		8.4*	5,540 7.6	7.1*		8.1*
ABC TV	SHARE OF AUDIENCE %	32		38		21		29		34	36 *		32 *	29	27 *		31 *
ABC TV	AVG. AUD. BY ¼ HR. %	6.1	7.1	8.2	8.7	4.7	4.6	6.7	6.8	8.5	8.9	8.5	8.3	6.9	7.3	8.0	8.3
CBS TV	TOTAL AUDIENCE (Households (000) & %)	5,250 7.2		4,520 6.2		5,900 8.1		4,960 6.8				7,140 9.8				7,070 9.7	
CBS TV	Program	Price is Right 2		Love Of Life (OP)		Young & the Restless		Search for Tomorrow				← As The World Turns			→	← Guiding Light	
CBS TV	AVERAGE AUDIENCE (Households (000) & %)	4,450 6.1		3,860 5.3		5,320 7.3		4,370 6.0				5,390 7.4	7.1*		7.8*	5,100 7.0	7.0*
CBS TV	SHARE OF AUDIENCE %	30		24		32		26				28	27 *		30 *	26	27 *
CBS TV	AVG. AUD. BY ¼ HR. %	5.9	6.2	5.2	5.5	7.1	7.6	6.1	5.9			6.9	7.3	7.8	7.8	7.0	7.0
NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,300 5.9		5,100 7.0		3,650 5.0		4,230 5.8		2,920 4.0		6,630 9.1				4,960 6.8	
NBC TV	Program	New High Rollers		Wheel of Fortune (2)		Sanford and Son		Gong Show (2)		For Richer, For Poorer		← Days Of Our Lives			→	The Doctors (2)	
NBC TV	AVERAGE AUDIENCE (Households (000) & %)	3,720 5.1		4,450 6.1		3,130 4.3		3,500 4.8		2,410 3.3		5,030 6.9	6.8*		7.0*	4,450 6.1	
NBC TV	SHARE OF AUDIENCE %	25		28		19		21		14		26	26 *		27 *	23	
NBC TV	AVG. AUD. BY ¼ HR. %	5.0	5.1	6.1	6.1	4.2	4.5	4.7	4.9	3.2	3.4	6.7	6.9	7.1	7.0	6.1	6.0

WEEK 2

Network	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	6,490 8.9		7,580 10.4		4,010 5.5		5,610 7.7		8,600 11.8				7,070 9.7			
ABC TV	Program	Happy Days		Family Feud		$20,000 Pyramid		Ryan's Hope		← All My Children (1)			→	← One Life to Live			→
ABC TV	AVERAGE AUDIENCE (Households (000) & %)	5,540 7.6		6,490 8.9		3,350 4.6		4,880 6.7		6,420 8.8	9.0*		8.6*	5,250 7.2	7.0*		7.5*
ABC TV	SHARE OF AUDIENCE %	36		39		20		29		35	37 *		33 *	28	27 *		30 *
ABC TV	AVG. AUD. BY ¼ HR. %	7.0	8.1	8.6	9.1	4.6	4.7	6.5	6.9	8.8	9.2	8.9	8.3	7.0	7.0	7.4	7.5
CBS TV	TOTAL AUDIENCE (Households (000) & %)	5,100 7.0		4,880 6.7		6,200 8.5		5,180 7.1				7,000 9.6				6,270 8.6	
CBS TV	Program	Price is Right 2		Love Of Life (OP)		Young & the Restless		Search for Tomorrow				← As The World Turns			→	← Guiding Light	
CBS TV	AVERAGE AUDIENCE (Households (000) & %)	4,300 5.9		4,010 5.5		5,540 7.6		4,520 6.2				5,180 7.1	6.8*		7.4*	4,670 6.4	6.6*
CBS TV	SHARE OF AUDIENCE %	28		25		32		26				28	26 *		29 *	25	26 *
CBS TV	AVG. AUD. BY ¼ HR. %	5.8	6.0	5.2	5.8	7.5	7.7	6.2	6.2			6.5	7.0	7.4	7.4	6.7	6.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)	3,660 5.3		5,180 7.1		4,010 5.5		4,080 5.6		2,840 3.9		6,710 9.2				5,180 7.1	
NBC TV	Program	New High Rollers		Wheel of Fortune (2)		Sanford and Son		Gong Show (2)		For Richer, For Poorer		← Days Of Our Lives			→	The Doctors (2)	
NBC TV	AVERAGE AUDIENCE (Households (000) & %)	3,350 4.6		4,370 6.0		3,430 4.7		3,350 4.6		2,550 3.5		5,250 7.2	7.0*		7.3*	4,670 6.4	
NBC TV	SHARE OF AUDIENCE %	22		27		20		20		14		28	27 *		28 *	26	
NBC TV	AVG. AUD. BY ¼ HR. %	4.5	4.7	5.9	6.1	4.5	5.0	4.6	4.7	3.6	3.5	6.9	7.2	7.4	7.3	6.3	6.4

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	19.5	20.9	22.1	23.0	23.4	24.0	23.8	24.1	23.9	25.1	25.7	26.2	25.7	26.1	26.0	26.4
WK 2	20.7	21.9	22.4	23.5	24.2	24.8	24.0	24.4	24.0	24.7	25.2	25.6	25.4	25.5	25.1	25.6

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "ABC NEWSBRIEF", (SUS.).
(2) "NBC NEWS UPDATE", (SUS.).

DAY MON.-FRI. JUN. 19-23, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUN. 12-16, 1978

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000))	7,000				3,860										7,000	
TOTAL AUDIENCE (%)	9.6				5.3										9.6	
Program	General Hospital (1)				Edge of Night MTUTHF (OP)					Special (OP)					ABC Evening News Reasoner/Walters	
AVERAGE AUDIENCE (Households (000))	5,180				3,430										5,830	
AVERAGE AUDIENCE (%)	7.1	7.2*		7.1*	4.7										8.0	
SHARE OF AUDIENCE %	26	27 *		25 *	17										20	
AVG. AUD. BY ¼ HR. %	7.3	7.1	7.1	7.0	4.8	4.6									7.8	8.2
CBS TV TOTAL AUDIENCE (Households (000))			6,120		4,370										9,550	
TOTAL AUDIENCE (%)			8.4		6.0										13.1	
Program	Guiding Light (1)		All In The Family MTUTHF (OP)		Match Game '78										CBS Evening News with Walter Cronkite	
AVERAGE AUDIENCE (Households (000))			5,180		3,720										8,240	
AVERAGE AUDIENCE (%)		6.9*	7.1		5.1										11.3	
SHARE OF AUDIENCE %		26 *	25		18										28	
AVG. AUD. BY ¼ HR. %	7.0	6.9	6.6	7.5	4.8	5.3									11.3	11.2
NBC TV TOTAL AUDIENCE (Households (000))	7,140														8,240	
TOTAL AUDIENCE (%)	9.8														11.3	
Program	Another World (2)(3)														NBC Nightly News	
AVERAGE AUDIENCE (Households (000))	5,540														7,220	
AVERAGE AUDIENCE (%)	7.6	7.1*		7.9*											9.9	
SHARE OF AUDIENCE %	28	26 *		28 *											25	
AVG. AUD. BY ¼ HR. %	6.8	7.4	7.8	7.9											9.7	10.0

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000))	6,630				4,520										6,050	
TOTAL AUDIENCE (%)	9.1				6.2										8.3	
Program	General Hospital				Edge of Night										ABC Evening News Reasoner/Walters	
AVERAGE AUDIENCE (Households (000))	5,030				4,010										5,180	
AVERAGE AUDIENCE (%)	6.9	6.8*		7.0*	5.5										7.1	
SHARE OF AUDIENCE %	26	27 *		26 *	21										18	
AVG. AUD. BY ¼ HR. %	6.9	6.7	6.8	7.1	5.6	5.5									6.8	7.3
CBS TV TOTAL AUDIENCE (Households (000))			6,270		4,960										9,190	
TOTAL AUDIENCE (%)			8.6		6.8										12.6	
Program	Guiding Light		All In The Family		Match Game '78										CBS Evening News with Walter Cronkite	
AVERAGE AUDIENCE (Households (000))			5,250		4,230										7,950	
AVERAGE AUDIENCE (%)		6.2*	7.2		5.8										10.9	
SHARE OF AUDIENCE %		24 *	27		22										28	
AVG. AUD. BY ¼ HR. %	6.2	6.2	6.7	7.6	5.4	6.1									10.8	11.0
NBC TV TOTAL AUDIENCE (Households (000))	7,440														8,460	
TOTAL AUDIENCE (%)	10.2														11.6	
Program	Another World (2)														NBC Nightly News	
AVERAGE AUDIENCE (Households (000))	5,830														7,290	
AVERAGE AUDIENCE (%)	8.0	7.8*		8.3*											10.0	
SHARE OF AUDIENCE %	31	30 *		31 *											26	
AVG. AUD. BY ¼ HR. %	7.5	8.1	8.3	8.2											9.8	10.1

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	25.9	27.0	28.0	29.0	28.3	29.1	29.3	30.0	30.6	31.9	33.0	35.2	37.7	39.4	39.6	40.1
WK 2	25.6	26.6	26.6	27.3	26.7	27.6	27.6	28.9	29.6	30.8	31.6	33.3	36.1	37.7	38.4	39.2

U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY MON.-FRI. JUN. 19-23, 1978

(1) "CARTER PRESS CONFERENCE", ABC, CBS, WED., (3:00-3:36PM)(SUS.).

(2) "NBC NEWS UPDATE", (SUS.).

(3) "CARTER PRESS CONFERENCE", NBC, WED., (3:00-3:35PM)(SUS.).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JUN. 17, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45–11:00
ABC TV – TOTAL AUDIENCE (Households (000))					3,570		3,940		4,740		4,880		4,370		6,050	
TOTAL AUDIENCE (%)					4.9		5.4		6.5		6.7		6.0		8.3	
Program					All New Super-Friends I		All New Super-Friends II (OP)		Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II (OP)		Scooby's All-Star Laff-A-Lympics III		Scooby's All-Star Laff-A-Lympics IV (OP)	
AVERAGE AUDIENCE (Households (000))					2,620		3,130		3,720		4,010		3,860		4,880	
AVERAGE AUDIENCE (%)					3.6		4.3		5.1		5.5		5.3		6.7	
SHARE OF AUDIENCE %					38		36		32		31		27		31	
AVG. AUD. BY ¼ HR. %					3.0	4.1	4.4	4.3	4.8	5.5	5.7	5.3	5.1	5.5	6.9	6.5
CBS TV – TOTAL AUDIENCE (Households (000))					1,750		2,410		4,300		5,540		6,200		5,900	
TOTAL AUDIENCE (%)					2.4		3.3		5.9		7.6		8.5		8.1	
Program					Three Robonic Stooges (OP)		Speed Buggy (OP)		Bugs Bunny/Road Runner 1		Bugs Bunny/Road Runner 2 (OP)		Bugs Bunny/Road Runner 3 (OP)		Batman/Tarzan Adventure I (OP)	
AVERAGE AUDIENCE (Households (000))					1,310		2,040		3,500		4,590		5,540		5,100	
AVERAGE AUDIENCE (%)					1.8		2.8		4.8		6.3		7.6		7.0	
SHARE OF AUDIENCE %					17		22		29		34		38		33	
AVG. AUD. BY ¼ HR. %					1.5	2.2	2.6	3.1	4.2	5.4	6.2	6.5	7.4	7.7	6.8	7.1
NBC TV – TOTAL AUDIENCE (Households (000))					1,750		2,550		3,570		4,160		4,230		4,010	
TOTAL AUDIENCE (%)					2.4		3.5		4.9		5.7		5.8		5.5	
Program			I am the Greatest (SUS.)		Hong Kong Phooey		Go Go Globetrotters I		Go Go Globetrotters II		Go Go Globetrotters III		Go Go Globetrotters IV (1)		Think Pink Panther	
AVERAGE AUDIENCE (Households (000))					1,460		1,970		2,920		3,430		3,430		3,280	
AVERAGE AUDIENCE (%)					2.0		2.7		4.0		4.7		4.7		4.5	
SHARE OF AUDIENCE %					21		22		25		26		24		21	
AVG. AUD. BY ¼ HR. %					1.8	2.3	2.5	3.0	3.8	4.2	4.5	4.9	4.7	4.6	4.3	4.7

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45–11:00
ABC TV – TOTAL AUDIENCE (Households (000))					1,970		2,990		3,650		3,940		4,300		6,270	
TOTAL AUDIENCE (%)					2.7		4.1		5.0		5.4		5.9		8.6	
Program					All New Super-Friends I		All New Super-Friends II (OP)		Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II (OP)		Scooby's All-Star Laff-A-Lympics III		Scooby's All-Star Laff-A-Lympics IV (OP)	
AVERAGE AUDIENCE (Households (000))					1,600		2,330		2,920		3,130		3,570		4,810	
AVERAGE AUDIENCE (%)					2.2		3.2		4.0		4.3		4.9		6.6	
SHARE OF AUDIENCE %					30		30		27		24		26		33	
AVG. AUD. BY ¼ HR. %					1.9	2.4	3.0	3.5	3.8	4.1	4.4	4.2	4.7	5.2	7.2	6.1
CBS TV – TOTAL AUDIENCE (Households (000))					2,040		2,770		5,250		6,850		7,360		5,390	
TOTAL AUDIENCE (%)					2.8		3.8		7.2		9.4		10.1		7.4	
Program					Three Robonic Stooges (OP)		Speed Buggy (OP)		Bugs Bunny/Road Runner 1		Bugs Bunny/Road Runner 2 (OP)		Bugs Bunny/Road Runner 3 (OP)		Batman/Tarzan Adventure I (OP)	
AVERAGE AUDIENCE (Households (000))					1,680		2,190		4,010		5,540		5,830		4,880	
AVERAGE AUDIENCE (%)					2.3		3.0		5.5		7.6		8.0		6.7	
SHARE OF AUDIENCE %					30		26		35		39		40		33	
AVG. AUD. BY ¼ HR. %					2.1	2.5	2.7	3.3	4.6	6.4	7.1	8.1	8.2	7.8	6.7	6.7
NBC TV – TOTAL AUDIENCE (Households (000))					1,600		2,840		3,500		4,080		4,370		4,080	
TOTAL AUDIENCE (%)					2.2		3.9		4.8		5.6		6.0		5.6	
Program			I am the Greatest (SUS.)		Hong Kong Phooey		Go Go Globetrotters I		Go Go Globetrotters II		Go Go Globetrotters III		Go Go Globetrotters IV (1)		Think Pink Panther	
AVERAGE AUDIENCE (Households (000))					1,310		2,260		2,620		3,350		3,570		3,210	
AVERAGE AUDIENCE (%)					1.8		3.1		3.6		4.6		4.9		4.4	
SHARE OF AUDIENCE %					25		29		24		25		26		22	
AVG. AUD. BY ¼ HR. %					1.7	1.9	2.6	3.7	3.7	3.4	4.3	4.9	4.8	5.1	4.2	4.6
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	3.6	4.7	5.5	7.4	9.4	11.5	12.6	13.4	15.3	17.3	18.2	18.8	19.6	20.2	21.1	21.9
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	2.6	2.9	3.7	5.5	7.0	8.4	10.4	12.5	14.6	16.9	18.9	20.2	20.1	20.3	20.9	20.3

U. S. TV Households: 72,900,000   *Half-hour ratings (for immediately preceding and subject quarter-hours).   (R) Repeat, see page B.   (OP) See Other Programs Section: Page A-30

DAY SAT. JUN. 24, 1978

(1) "NBC JR. HALL OF FAME", (SUS.).

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. JUN. 17, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45 3:00
WEEK 1																
ABC TV TOTAL AUDIENCE (Households (000) & %)	5,180 7.1		4,880 6.7		3,280 4.5		4,590 6.3									
Program	Krofft Supershow '78-I		Krofft Supershow '78-II (OP)		Dynomutt (OP)		← American Bandstand '78 →									
AVERAGE AUDIENCE (Households (000) & %)	4,370 6.0		4,080 5.6		2,480 3.4		3,060 4.2									
SHARE OF AUDIENCE %	29		28		16		19	3.9* 17 *		4.5* 20 *						
AVG. AUD. BY ¼ HR. %	6.1	5.9	5.9	5.4	3.4	3.4	3.7	4.1	4.6	4.3						
CBS TV TOTAL AUDIENCE (Households (000) & %)	5,830 8.0		4,880 6.7		4,960 6.8		4,230 5.8		3,940 5.4		2,480 3.4					
Program	Batman/Tarzan Adventure II (OP)		Secrets of Isis (OP)		Fat Albert and the Cosby Kids (OP)		Space Academy (OP)		What's New, Mister Magoo? (OP)		CBS Saturday Film Festival (OP) "MIGUEL'S NAVIDAD"					
AVERAGE AUDIENCE (Households (000) & %)	5,320 7.3		4,160 5.7		4,230 5.8		3,860 5.3		2,990 4.1		1,970 2.7					
SHARE OF AUDIENCE %	35		28		28		25		19		13					
AVG. AUD. BY ¼ HR. %	7.3	7.3	5.5	6.0	5.8	5.8	5.3	5.2	4.0	4.3	2.8	2.7				
NBC TV TOTAL AUDIENCE (Households (000) & %)	3,210 4.4		3,940 5.4		3,940 5.4		3,650 5.0						3,650 5.0	10,790 14.8		
Program	Baggy Pants & the Nitwits		Space Sentinels (1)		Land of the Lost		Thunder (1)						(2)	← NBC Major League Baseball "ST. LOUIS VS. CINCINNATI" & "KANSAS CITY VS. CHICAGO WHITE SOX" (2:15-5:00PM)		
AVERAGE AUDIENCE (Households (000) & %)	2,700 3.7		3,130 4.3		3,210 4.4		2,840 3.9						3,430 4.7	4,740 6.5		
SHARE OF AUDIENCE %	18		21		21		18						22	26		6.2* 27 *
AVG. AUD. BY ¼ HR. %	3.7	3.6	3.9	4.8	4.2	4.6	3.9	4.0					4.7	5.8	6.1	6.3
WEEK 2																
ABC TV TOTAL AUDIENCE (Households (000) & %)	3,860 5.3		4,010 5.5		3,500 4.8		5,030 6.9									
Program	Krofft Supershow '78-I		Krofft Supershow '78-II (OP)		Dynomutt (OP)		← American Bandstand '78 →									
AVERAGE AUDIENCE (Households (000) & %)	3,280 4.5		3,430 4.7		2,840 3.9		3,280 4.5									
SHARE OF AUDIENCE %	24		26		21		22	4.0* 20 *		4.9* 24 *						
AVG. AUD. BY ¼ HR. %	4.9	4.2	4.7	4.7	4.0	3.8	3.8	4.2	4.8	5.0						
CBS TV TOTAL AUDIENCE (Households (000) & %)	6,120 8.4		4,880 6.7		4,160 5.7		5,100 7.0		3,650 5.0		2,620 3.6					
Program	Batman/Tarzan Adventure II (OP)		Secrets of Isis (OP)		Fat Albert and the Cosby Kids (OP)		Space Academy (OP)		What's New, Mister Magoo? (OP)		CBS Saturday Film Festival (OP) "THAT'S MY NAME— DON'T WEAR IT OUT!"					
AVERAGE AUDIENCE (Households (000) & %)	5,390 7.4		3,940 5.4		3,650 5.0		4,160 5.7		2,920 4.0		2,110 2.9					
SHARE OF AUDIENCE %	39		31		27		28		19		14					
AVG. AUD. BY ¼ HR. %	7.5	7.3	5.6	5.3	4.9	5.0	5.8	5.6	4.0	4.0	2.9	2.9				
NBC TV TOTAL AUDIENCE (Households (000) & %)	2,920 4.0		3,650 5.0		4,230 5.8		3,060 4.2									
Program	Baggy Pants & the Nitwits		Space Sentinels (1)		Land of the Lost		Thunder (1)									
AVERAGE AUDIENCE (Households (000) & %)	2,700 3.7		2,990 4.1		3,650 5.0		2,700 3.7									
SHARE OF AUDIENCE %	19		23		27		19									
AVG. AUD. BY ¼ HR. %	3.6	3.7	3.8	4.3	5.0	5.1	3.7	3.8								
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	20.9	20.8	20.2	20.7	20.3	20.9	21.1	21.4	21.4	21.4	21.0	21.6	21.3	22.8	23.1	23.9
WK 2	19.7	18.4	17.3	18.0	18.3	19.0	19.7	20.7	21.0	21.8	20.8	20.7	20.6	21.4	21.6	22.6

U. S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC JR. HALL OF FAME", (SUS.).
(2) "NBC MAJOR LEAGUE PRE GAME", (2:00-2:15PM).

DAY SAT. JUN. 24, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. JUN. 17, 1978

WEEK 1

ABC TV — U.S. Open Golf (3:00-7:00PM)

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)	9,620 13.2															
AVERAGE AUDIENCE (Households (000) & %)	3,500 4.8	2.7*		3.4*		3.9*		4.3*		5.3*		5.5*		6.5*		6.8*
SHARE OF AUDIENCE %	18	11 *		13 *		15 *		16 *		20 *		20 *		22 *		27 *
AVG. AUD. BY ¼ HR. %	2.9	2.6	3.1	3.7	3.7	4.0	4.3	4.3	5.1	5.5	5.3	5.7	6.4	6.7	6.7	6.9

CBS TV — CBS Sports Spectacular; CBS Saturday News with Bob Schieffer

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)							9,040 12.4								5,980 8.2	
AVERAGE AUDIENCE (Households (000) & %)							4,960 6.8	5.6*		7.3*		7.3*			5,030 6.9	
SHARE OF AUDIENCE %							24	20 *		26 *		26 *			21	
AVG. AUD. BY ¼ HR. %							5.3	5.9	7.3	7.4	7.6	7.1			6.7	7.2

NBC TV — NBC Major League Baseball "ST. LOUIS VS. CINCINNATI" & "KANSAS CITY VS. CHICAGO WHITE SOX" (2:15-5:00PM); NBC Nightly News-Sat.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)															5,100 7.0	
AVERAGE AUDIENCE (Households (000) & %)		6.2*		6.7*		6.7*		7.3*							4,230 5.8	
SHARE OF AUDIENCE %		26 *		26 *		26 *		27 *							18	
AVG. AUD. BY ¼ HR. %	6.0	6.4	6.5	6.8	6.5	6.9	7.3	7.2							5.6	6.1

WEEK 2

ABC TV — NCAA Championships (3:00-5:00PM); ABC Wide World of Sports; ABC Saturday Evening News

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)	6,340 8.7								9,040 12.4						2,330 3.2	
AVERAGE AUDIENCE (Households (000) & %)	2,550 3.5	3.1*		2.8*		3.6*		4.3*	4,450 6.1	5.7*		6.2*		6.3*	2,040 2.8	
SHARE OF AUDIENCE %	14	13 *		12 *		14 *		16 *	21	21 *		21 *		21 *	8	
AVG. AUD. BY ¼ HR. %	3.1	3.1	2.8	2.8	3.5	3.8	4.3	4.2	5.5	6.0	6.4	6.1	6.2	6.5	2.7	2.8

CBS TV — Canadian Open (4:00-5:00PM); CBS Sports Spectacular; CBS Saturday News with Bob Schieffer

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)					3,860 5.3				4,230 5.8						5,760 7.9	
AVERAGE AUDIENCE (Households (000) & %)					2,620 3.6	3.7*		3.4*	2,480 3.4	3.0*		3.8*			5,180 7.1	
SHARE OF AUDIENCE %					14	15 *		13 *	12	11 *		14 *			21	
AVG. AUD. BY ¼ HR. %					3.8	3.7	3.4	3.4	2.9	3.1	3.6	3.9			6.8	7.4

NBC TV — (1) NBC Major League Baseball "CINCINNATI VS. LOS ANGELES" & "ATLANTA VS. SAN FRANCISCO" (4:09-7:02PM)

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)					12,760 17.5											
AVERAGE AUDIENCE (Households (000) & %)					5,690 7.8	6.2*		7.1*		7.7*		8.0*		8.4*		9.1*
SHARE OF AUDIENCE %					28	25 *		27 *		29 *		30 *		29 *		28 *
AVG. AUD. BY ¼ HR. %					5.7	6.3	6.9	7.3	7.8	7.6	7.7	8.3	8.6	8.2	9.0	9.3

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	24.1	25.8	26.1	27.1	26.8	27.7	27.7	28.1	28.4	28.9	28.9	29.0	30.4	31.7	32.2	33.1
WK 2	23.8	23.2	23.5	24.4	24.9	25.7	26.7	27.9	27.8	27.9	28.6	29.3	30.2	31.1	32.5	34.3

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-30

DAY SAT. JUN. 24, 1978

(1) "NBC MAJOR LEAGUE PRE GAME", (4:00-4:09PM), FOR RATINGS, SEE OP PAGES.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JUN. 18, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															1,420 2.5	
ABC TV program															Jabberjaw (OP)	
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %															1,390 1.9 12 1.6	2.3
CBS TV TOTAL AUDIENCE (Households (000) & %)									950 1.3		950 1.3					
CBS TV program									Ghost Busters (OP)		Wacko (OP)		Behold Wondrous Things (SUS.)		Look Up And Live (SUS.)	
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %									580 .8 7 .7	.9	660 .9 7 .8	1.0				
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %																

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															2,040 2.8	
ABC TV program															Jabberjaw (OP)	
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %															1,460 2.0 14 1.6	2.3
CBS TV TOTAL AUDIENCE (Households (000) & %)									580 .8		1,090 1.5					
CBS TV program									Ghost Busters (OP)		Wacko (OP)		Behold Wondrous Things (SUS.)		Look Up And Live (SUS.)	
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %									510 .7 7 .6	.8	730 1.0 8 1.0	1.1				
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	2.5	2.5	3.3	4.8	5.8	6.4	7.7	9.6	11.2	12.7	12.5	13.5	15.3	16.2	15.6	15.7
WK 2	3.0	3.1	3.6	4.2	4.7	6.2	7.3	8.9	10.2	11.5	12.1	13.2	14.2	15.3	14.8	14.8

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

DAY SUN. JUN. 25, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. JUN. 18, 1978

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	2,480 3.4		1,900 2.6		2,260 3.1						4,590 6.3					
ABC TV program	Great Grape Apé		Animals, Animals, Animals(OP)		Issues And Answers		Directions (SUS.)				← World Invitational Tennis →					
AVERAGE AUDIENCE (Households (000) & %)	1,900 2.6		1,460 2.0		1,900 2.6						2,110 2.9	2.9*		2.8*		2.9*
SHARE OF AUDIENCE %	16		12		14						13	14 *		12 *		12 *
AVG. AUD. BY ¼ HR. %	2.5	2.6	2.0	2.0	2.7	2.6					3.0	2.7	2.8	2.8	2.9	2.9
CBS TV TOTAL AUDIENCE (Households (000) & %)			1,680 2.3										4,670 6.4			
CBS TV program	Camera Three (SUS.)		Face the Nation										← PBA National Championship (2:00-4:00PM) →			
AVERAGE AUDIENCE (Households (000) & %)			1,240 1.7										1,970 2.7	2.6*		3.0*
SHARE OF AUDIENCE %			10										12	12 *		14 *
AVG. AUD. BY ¼ HR. %			1.7	1.7									2.6	2.7	3.0	3.0
NBC TV TOTAL AUDIENCE (Households (000) & %)							2,920 4.0									
NBC TV program							Meet the Press		← Religious Series (SUS.) →							
AVERAGE AUDIENCE (Households (000) & %)							2,330 3.2									
SHARE OF AUDIENCE %							19									
AVG. AUD. BY ¼ HR. %							3.2	3.3								

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	2,620 3.6		2,480 3.4		2,260 3.1											
ABC TV program	Great Grape Ape		Animals, Animals, Animals(OP)		Issues And Answers		Directions (SUS.)									
AVERAGE AUDIENCE (Households (000) & %)	2,410 3.3		1,970 2.7		1,820 2.5											
SHARE OF AUDIENCE %	22		17		16											
AVG. AUD. BY ¼ HR. %	3.2	3.4	2.6	2.8	2.4	2.6										
CBS TV TOTAL AUDIENCE (Households (000) & %)			2,330 3.2													
CBS TV program	Camera Three (SUS.)		Face the Nation													
AVERAGE AUDIENCE (Households (000) & %)			1,970 2.7													
SHARE OF AUDIENCE %			16													
AVG. AUD. BY ¼ HR. %			2.6	2.8												
NBC TV TOTAL AUDIENCE (Households (000) & %)							3,210 4.4									
NBC TV program							← Meet the Press →									
AVERAGE AUDIENCE (Households (000) & %)							1,900 2.6	3.0*		2.3*						
SHARE OF AUDIENCE %							16	19 *		14 *						
AVG. AUD. BY ¼ HR. %							3.3	2.7	2.5	2.1						
TV HOUSEHOLDS USING TV WK 1	15.8	16.2	16.2	16.0	16.5	17.5	18.6	19.7	19.9	20.5	21.4	21.9	22.6	23.4	23.9	23.1
(See Def. 1) WK 2	15.2	15.3	15.8	16.7	15.9	16.3	17.3	17.5	17.8	18.7	19.4	20.7	21.1	21.7	22.5	24.3

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

 DAY SUN. JUN. 25, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. JUN. 18, 1978

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV	U.S. Open Golf (3:00-7:04PM)															
TOTAL AUDIENCE (Households (000) & %)	10,640 14.6															
AVERAGE AUDIENCE (Households (000) & %)	4,880 6.7	4.8*		5.1*		6.3*		6.8*		6.9*		7.2*		7.7*		8.4*
SHARE OF AUDIENCE %	25	21 *		21 *		25 *		26 *		27 *		27 *		27 *		26 *
AVG. AUD. BY ¼ HR. %	4.7	4.9	5.0	5.2	6.3	6.4	6.6	7.0	6.9	7.0	7.2	7.3	7.5	7.8	8.1	8.7
CBS TV	PBA National Championship (2:00-4:00PM)				Milwaukee 150 USAC Race (4:00-6:00PM)										CBS Evening News	
TOTAL AUDIENCE (Households (000) & %)					6,490 8.9										5,250 7.2	
AVERAGE AUDIENCE (Households (000) & %)		2.4*		2.6*	3,060 4.2	3.1*		3.7*		4.7*		5.2*			4,450 6.1	
SHARE OF AUDIENCE %		11 *		11 *	16	12 *		14 *		18 *		20 *			19	
AVG. AUD. BY ¼ HR. %	2.6	2.3	2.3	2.9	2.7	3.4	3.6	3.9	4.4	5.0	5.3	5.0			5.7	6.4
NBC TV					Sportsworld										NBC Nightly News-Sun.	
TOTAL AUDIENCE (Households (000) & %)					5,980 8.2										5,180 7.1	
AVERAGE AUDIENCE (Households (000) & %)					3,060 4.2	4.1*		4.4*		4.2*					4,160 5.7	
SHARE OF AUDIENCE %					17	17 *		18 *		17 *					17	
AVG. AUD. BY ¼ HR. %					4.6	3.7	4.3	4.5	4.1	4.4					5.7	5.6

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV			World Invitational Tennis						American Sportsman							
TOTAL AUDIENCE (Households (000) & %)			5,470 7.5						6,930 9.5							
AVERAGE AUDIENCE (Households (000) & %)			2,770 3.8	3.5*		3.9*		3.9*	4,520 6.2	5.7*		6.7*				
SHARE OF AUDIENCE %			14	13 *		15 *		14 *	21	20 *		22 *				
AVG. AUD. BY ¼ HR. %			3.5	3.6	3.9	3.9	4.0	3.7	5.3	6.1	6.9	6.5				
CBS TV					Canadian Open (4:00-6:09PM)										CBS Evening News	
TOTAL AUDIENCE (Households (000) & %)					9,040 12.4										5,980 8.2	
AVERAGE AUDIENCE (Households (000) & %)					4,300 5.9	4.7*		5.3*		6.0*		6.9*			4,740 6.5	
SHARE OF AUDIENCE %					21	18 *		20 *		22 *		23 *			18	
AVG. AUD. BY ¼ HR. %					4.5	5.0	5.2	5.4	6.1	5.9	6.3	7.4	8.0		6.6	6.4
NBC TV					Sportsworld										NBC Nightly News-Sun.	
TOTAL AUDIENCE (Households (000) & %)					8,160 11.2										5,390 7.4	
AVERAGE AUDIENCE (Households (000) & %)					4,080 5.6	5.2*		5.8*		5.9*					4,670 6.4	
SHARE OF AUDIENCE %					21	20 *		21 *		21 *					17	
AVG. AUD. BY ¼ HR. %					5.3	5.1	5.7	5.9	5.7	6.1					6.7	6.2
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	22.9	23.3	23.4	24.5	24.7	25.0	25.4	25.5	25.3	26.4	27.0	27.4	29.2	30.7	32.7	34.0
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	25.5	26.6	27.2	27.0	26.7	27.0	27.1	28.2	28.4	29.8	30.6	31.9	32.9	34.5	37.1	37.3

U. S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 6. (OP) See Other Programs Section: Page A-36

DAY SUN. JUN. 25, 1978

DAY / NETWORK / TIME (N.Y.T.) / PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING MONDAY													
ABC 8.00-11.24PM ABC MONDAY NIGHT BASEBALL	11.00							FOR RTGS SEE PAGE A-3					12.9
	11.15										12.8*	27*	12.5
ABC 12.02- 1.08AM POLICE STORY-MON	12.00	4,300	5.9	3,060	4.2	21	4.7						
	12.15				4.4*	19*	4.2						
	12.30						4.0						
	12.45				4.1*	22*	4.1						
	1.00						3.8						
ABC 11.30-12.02AM SOAP-MON 12.19-12.50AM	11.30	5,830	8.0	5,100	7.0	24	6.8						
	11.45				7.0*	23*	7.3						
	12.00						6.5						
	12.15							4,520	6.2	3,790	5.2	23	5.6
	12.30												5.0
	12.45										4.9*	23*	4.7
EVENING TUESDAY													
ABC 11.30-12.02AM SOAP-TUE	11.30	6,780	9.3	5,690	7.8	26	8.0	5,610	7.7	4,670	6.4	22	6.5
	11.45				7.9*	26*	7.8				6.4*	22*	6.4
	12.00						6.6						5.8
ABC 12.02- 1.54AM TUESDAY MOVIE OF THE WEEK 12.02- 1.48AM	12.00	5,180	7.1	2,920	4.0	24	5.0	5,390	7.4	2,330	3.2	18	4.5
	12.15				4.7*	20*	4.4				4.1*	18*	3.8
	12.30						3.7						3.4
	12.45				3.7*	20*	3.6				3.2*	16*	3.0
	1.00						3.8						2.8
	1.15				3.8*	28*	3.8				2.9*	20*	2.9
	1.30						3.8						2.4
	1.45				3.7*	35*	3.5						2.4
EVENING WEDNESDAY													
ABC 11.30-12.33AM POLICE STORY-WED	11.30	7,000	9.6	4,520	6.2	25	7.1	5,760	7.9	4,160	5.7	22	6.1
	11.45				6.6*	23*	6.2				6.1*	21*	6.0
	12.00						6.0						5.5
	12.15				5.9*	26*	5.8				5.4*	22*	5.3
	12.30						5.1						4.3
ABC 12.33- 1.29AM WED. MYSTERY OF THE WEEK 12.33- 1.36AM	12.30	3,060	4.2	2,330	3.2	23	3.4	2,480	3.4	1,680	2.3	17	2.8
	12.45				3.2*	19*	3.0				2.5*	15*	2.3
	1.00						3.2						2.2
	1.15				3.2*	28*	3.3				2.2*	18*	2.2
	1.30												2.1
EVENING THURSDAY													
ABC 11.45-12.50AM STARSKY AND HUTCH-11:30 11.30-12.35AM	11.30							6,930	9.5	5,030	6.9	26	7.5
	11.45	5,760	7.9	4,010	5.5	21	5.8				7.4*	25*	7.2
	12.00						5.9						7.0
	12.15				5.7*	21*	5.5				6.6*	27*	6.2
	12.30						5.2						5.4
	12.45				5.0*	24*	4.5						

DAY / NETWORK / TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING THURSDAY CONT'D													
ABC 11.30-11.45PM U.S. OPEN GOLF-THU.(S)	11.30	4,810	6.6	4,740	6.5	19	6.5						
ABC 12.50- 1.32AM TOMA	12.30							3,430	4.7	2,550	3.5	21	4.3
12.35- 1.21AM	12.45	3,060	4.2	2,480	3.4	23	3.5				4.0*	22*	3.8
	1.00						3.5						2.9
	1.15				3.4*	24*	3.4				2.9*	21*	2.8
	1.30						3.3						
EVENING FRIDAY													
ABC 12.00- 1.05AM BARETTA-11:30PM	11.30							6,120	8.4	4,010	5.5	19	6.2
11.30-12.35AM	11.45										5.9*	18*	5.6
	12.00	3,940	5.4	2,840	3.9	16	3.4						5.3
	12.15				3.5*	13*	3.7				5.1*	18*	5.0
	12.30						4.1						4.7
	12.45				4.2*	19*	4.4						
	1.00						3.9						
ABC 11.30-12.00MD U.S. OPEN GOLF-FRI.(S)	11.30	4,520	6.2	3,500	4.8	14	5.7						
	11.45						3.9						
NBC 1.00- 2.30AM MIDNIGHT SPECIAL	1.00	5,390	7.4	2,920	4.0	29	5.2	5,540	7.6	2,770	3.8	28	4.8
	1.15				4.9*	28*	4.7				4.8*	28*	4.8
	1.30						4.5						4.0
	1.45				4.3*	31*	4.1				4.0*	30*	3.9
	2.00						3.1						3.2
	2.15				2.8*	28*	2.4				2.8*	28*	2.4
EVENING SATURDAY													
ABC 9.00-11.06PM ABC-TOMORROW'S STARS(S)	11.00	FOR RTGS SEE PAGE A-12					15.6						
ABC 8.58- 8.59PM ABC NEWSBRIEF-SAT.	8.45	9,480	13.0	9,480	13.0	30	13.0						
9.58- 9.59PM	9.45							14,070	19.3	14,070	19.3	43	19.3
ABC 11.06-11.21PM ABC WEEKEND NEWS-SATURDAY	11.00	5,320	7.3	4,960	6.8	15	7.0	5,250	7.2	5,250	7.2	17	7.2
11.00-11.15PM	11.15						6.6						
CBS 8.58- 8.59PM NEWSBREAK-SAT.	8.45	7,140	9.8	7,140	9.8	23	9.8	5,250	7.2	5,250	7.2	19	7.2
CBS 9.00-11.15PM CBS SATURDAY NIGHT MOVIE	11.00							FOR RTGS SEE PAGE A-13					9.0
NBC 8.58- 8.59PM NBC NEWS UPDATE-SAT.	8.45	7,070	9.7	7,070	9.7	23	9.7	6,490	8.9	6,490	8.9	23	8.9
NBC 11.30-12.49AM SATURDAY NIGHT	11.30	12,470	17.1	7,870	10.8	34	11.7	11,300	15.5	7,140	9.8	33	10.5
11.30-12.47AM	11.45				11.9*	33*	12.0				10.1*	30*	9.6
	12.00						11.4						10.1
	12.15				10.8*	35*	10.3				10.1*	35*	10.0
	12.30						9.0						9.0
	12.45						8.6						8.2
EVENING SUNDAY													
ABC 7.58- 7.59PM ABC MINUTE MAGAZINE	7.45	4,960	6.8	4,960	6.8	18	6.8	7,220	9.9	7,220	9.9	23	9.9
ABC 8.58- 8.59PM ABC NEWSBRIEF-SUN.	8.45	7,730	10.6	7,730	10.6	23	10.6	9,480	13.0	9,480	13.0	27	13.0
CBS 8.58- 8.59PM NEWSBREAK-SUN.	8.45	8,680	11.9	8,680	11.9	26	11.9	10,060	13.8	10,060	13.8	29	13.8

DAY / NETWORK / TIME (N.Y.T.) / PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING SUNDAY CONT'D														
NBC 9.13- 9.14PM NBC NEWS UPDATE-SUN.		8.45							8,380	11.5	8,380	11.5	24	11.5
8.58- 8.59PM		9.00	9,990	13.7	9,990	13.7	29	13.7						
NBC 11.30- 1.32AM NBC LATE NIGHT MOVIE		12.45	FOR RTGS SEE PAGE A-16			5.2*	28*	5.2	FOR RTGS SEE PAGE A-17			3.5*	20*	3.3
11.30- 1.33AM		1.00						4.9						3.3
		1.15				4.9*	34*	4.9				3.1*	23*	2.9
		1.30						3.9						1.8
EVENING MONDAY-FRIDAY														
ABC 9.58- 9.59PM ABC NEWSBRIEF-M-F	M-F	8.45	11,740	16.1	11,740	16.1	30	13.5	11,370	15.6	11,370	15.6	30	12.0
	TU-F	9.15						18.8						17.9
		9.45						19.3						16.3
		10.15						9.7						
CBS 8.58- 8.59PM NEWSBREAK-M-F	M-F	8.45	8,380	11.5	8,380	11.5	23	11.5	8,020	11.0	8,020	11.0	23	11.0
CBS 11.30- 1.10AM LATE MOVIE I	M-F	1.00	FOR RTGS SEE PAGE A-16					3.3	FOR RTGS SEE PAGE A-17					4.4
11.30- 1.09AM														
CBS 1.16- 2.16AM LATE MOVIE II	TU-TH	12.00	4,010	5.5	3,060	4.2	25	6.2	4,370	6.0	3,570	4.9	31	7.0
		12.15				5.6*	21*	5.3				6.8*	28*	6.6

DAY / NETWORK / TIME (N.Y.T.) / PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
		12.30						4.8						5.5
		12.45				4.6*	25*	4.5				5.3*	30*	5.0
		1.00						4.3						4.5
		1.15				3.6*	31*	3.4				3.8*	31*	3.8
		1.30						3.2						3.7
NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F	M-F	8.15							7,140	9.8	7,140	9.8	21	7.3
		8.45	7,510	10.3	7,510	10.3	21	10.3						10.5
		9.00						10.6						
DAY MONDAY-FRIDAY														
ABC 3.00- 4.00PM GENERAL HOSPITAL	M-F	4.00	FOR RTGS SEE PAGE A-22					7.5						
		4.15				7.6*	28*	7.7						
ABC 5.00- 5.39PM PRESIDENT IN PANAMA(S)	FRI.	5.00	3,860	5.3	2,550	3.5	13	3.8						
		5.15				3.4*	13*	3.1						
		5.30						3.8						
CBS 11.55-11.59AM CBS MID-DAY NEWS-EDWARDS	M-F	11.45	4,010	5.5	3,720	5.1	23	5.1	4,370	6.0	3,860	5.3	23	5.3
CBS 2.30- 3.30PM GUIDING LIGHT	M-F	3.30	FOR RTGS SEE PAGE A-20					6.7						
		3.45				6.9*	26*	7.1						
DAY SATURDAY														
ABC 8.55- 8.59AM SCHOOLHOUSE ROCK- 8.55AM		8.45	3,350	4.6	3,060	4.2	33	4.2	2,770	3.8	2,410	3.3	28	3.3
ABC 9.55- 9.59AM SCHOOLHOUSE ROCK- 9.55AM		9.45	3,940	5.4	3,790	5.2	28	5.2	3,130	4.3	2,920	4.0	22	4.0
ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM		10.45	5,030	6.9	4,590	6.3	29	6.3	4,590	6.3	4,160	5.7	29	5.7
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM		11.45	3,860	5.3	3,570	4.9	24	4.9	3,650	5.0	3,130	4.3	23	4.3
ABC 12.25-12.29PM SCHOOLHOUSE ROCK-12.25PM		12.15	2,700	3.7	2,410	3.3	16	3.3	3,060	4.2	2,770	3.8	20	3.8

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY / NETWORK / TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
DAY SATURDAY CONT'D													
CBS 8.26- 8.29AM IN THE NEWS- 8.26AM	8.15	1,820	2.5	1,680	2.3	20	2.3	2,040	2.8	1,820	2.5	30	2.5
CBS 8.56- 8.59AM IN THE NEWS- 8.56AM	8.45	2,550	3.5	2,410	3.3	25	3.3	2,840	3.9	2,550	3.5	28	3.5
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM	9.45	5,250	7.2	5,030	6.9	37	6.9	6,560	9.0	6,340	8.7	43	8.7
CBS 10.26-10.29AM IN THE NEWS-10.26AM	10.15	5,760	7.9	5,540	7.6	37	7.6	5,900	8.1	5,390	7.4	36	7.4
CBS 10.56-10.59AM IN THE NEWS-10.56AM	10.45	5,390	7.4	5,180	7.1	32	7.1	5,100	7.0	4,670	6.4	32	6.4
CBS 11.26-11.29AM IN THE NEWS-11.26AM	11.15	5,320	7.3	5,030	6.9	33	6.9	5,100	7.0	4,670	6.4	35	6.4
CBS 11.56-11.59AM IN THE NEWS-11.56AM	11.45	4,880	6.7	4,590	6.3	30	6.3	4,010	5.5	3,720	5.1	28	5.1
CBS 12.26-12.29PM IN THE NEWS-12.26PM	12.15	4,590	6.3	4,230	5.8	28	5.8	3,860	5.3	3,650	5.0	26	5.0
CBS 12.56-12.59PM IN THE NEWS-12.56PM	12.45	3,790	5.2	3,650	5.0	23	5.0	4,450	6.1	4,080	5.6	27	5.6
CBS 1.26- 1.29PM IN THE NEWS- 1.26PM	1.15	3,500	4.8	3,060	4.2	20	4.2	2,990	4.1	2,700	3.7	17	3.7
CBS 1.56- 1.59PM IN THE NEWS- 1.56PM	1.45	2,260	3.1	2,110	2.9	13	2.9	2,260	3.1	2,260	3.1	15	3.1
NBC 4.00- 4.09PM NBC MAJOR LEAGUE PRE GAME	4.00							5,390	7.4	3,790	5.2	22	5.2
DAY SUNDAY													
ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM	10.45	1,820	2.5	1,600	2.2	14	2.2	2,040	2.8	1,820	2.5	17	2.5
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM	11.45	1,600	2.2	1,310	1.8	11	1.8	2,040	2.8	1,820	2.5	15	2.5

DAY / NETWORK / TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
ABC 3.00- 7.04PM U.S. OPEN GOLF-SUN.(S)	7.00	FOR RTGS SEE PAGE A-34					8.9						
CBS 9.26- 9.29AM IN THE NEWS- 9.26AM	9.15	730	1.0	730	1.0	8	1.0	580	.8	580	.8	7	.8
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM	9.45	1,020	1.4	800	1.1	8	1.1	870	1.2	730	1.0	8	1.0